

# PRINTERS' INK

Registered U. S. Patent Office

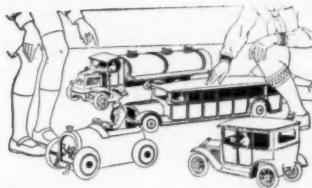
A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

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10CA COPY

B. A. I. S. 1918 with N. W. Ayer & Son



*"Let's play . . . . ."*

IF YOU had chanced into one of our offices not long ago, you'd have had—an eyeful . . . half a dozen full-grown men down on their hands and knees, busily pushing toy taxi-cabs, trucks, tractors and pleasure cars from desk to scrap-basket, to water cooler, and back again. In the corner you'd have seen an empty box, labeled "Samples from the Arcade Manufacturing Company, Freeport, Ill."

Business? You bet! The serious business of inspecting the samples our client sent for the preparation of their fall and Christmas advertising. Once more we were ten-year-old kids, played like kids, thought like kids.

And out of this came the inspiration for the advertising. Out of the toys and into the copy went the spirit of play, of enthusiastic fun, of honest-to-goodness happiness.

We have found that the strongest selling point in a product is the idea it embodies. And so in Arcade advertising we made the toys a means rather than an end.

Our reputation for finding the idea is something of which we are—not ashamed.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





## Farmers Can Be Reached Economically Only Through The Farm Papers

**T**HE farmer and his family are not greatly influenced by the publicity media that influence city dwellers; the rural circulation of such media is too "thin." Their farm papers are their "trade journals," their magazines, their newspapers, their billboards and their shop windows.

And farm papers must of necessity play an important part in any plan of publicity that is truly *national*, because the rural market represents nearly 50% of the nation's buying power.

The Standard Farm Paper Unit is the largest and most influential medium through which you can reach that rich market. It gives you the national coverage that you require—two million (2,000,000) ABC circulation—plus the local prestige of 15 influential home-state publications.

That local prestige is a tremendously important influence on your dealer and distributor organizations. They are chiefly concerned with the *local* influence of the publications you use, and in the smaller towns and cities, where most of your dealers are located, the rural community represents 60% or more of their market.

Kansas Farmer  
The Farmer, St. Paul  
The Breeder's Gazette  
The Progressive Farmer  
The Prairie Farmer  
The Wisconsin Agriculturist  
The American Agriculturist  
Wallace's Farmer  
Hoard's Dairymen  
The Nebraska Farmer  
The Pacific Rural Press  
Ohio Farmer  
Michigan Farmer  
Pennsylvania Farmer  
Missouri Ruralist

For the benefit of such dealers, and your own salesmen,—plus the farm statistics and facts that influence sales—we can give you the circulation of the Standard Farm Unit, *broken down to counties*—a worth-while help in getting your salesmen to properly merchandise your consumer advertising.

2,000,000 Circulation—One Order, One Plate, One Bill

## *The* STANDARD FARM PAPER UNIT

WALLACE C. RICHARDSON, Gen'l Manager

Chicago  
Courtney D. Freeman, Western Mgr.  
307 North Michigan Ave.

New York  
Willard R. Downing, Eastern Mgr.  
250 Park Ave.

San Francisco, 547 Howard Street

*Your Sales Problem is National—That of Your Dealer  
is Local—The Standard Farm Paper Unit Meets Both*

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879

VOL. CXXXIII

NEW YORK, NOVEMBER 26, 1925

No. 9

## An Introduction to the Marketing Problems of Rayon

This Gigantic New Industry Is Going to Do Some Interesting Market Development Work

By John Allen Murphy

I AM confronted with the task of condensing a two weeks' investigation of the rayon industry into two articles of about 3,000 words each. When I set out on the investigation this did not seem so difficult. I had intended to confine myself to the marketing side of the industry, but when I got into the subject I found that no such limitations could be placed on rayon.

It is within the usual province of PRINTERS' INK to treat of the advertising, selling and merchandising phases of business. It often happens, however, that an article about selling or advertising will extend far back into the vitals of the industry. All the departments of business are today so closely inter-related that it is impossible to unscramble its manifold activities and isolate marketing or any special activity from the rest.

I am not going to try to unscramble the rayon industry. It is true that the industry is so comparatively new that it has not as yet had time to become thoroughly scrambled. Nevertheless, to write only of how rayon is being adver-

tised and sold and how the product is being used in numerous industries, would be giving a lopsided picture of the subject. In fact, as is so often the case with a new industry, the most interesting part of the rayon business is the production side.

Therefore, before we attempt to discuss rayon from the sales standpoint, let us first find out what the product is and what is its history. Until the adoption, in 1924, of the generic name Rayon, this product was variously known as artificial silk, fibre silk, art silk, etc. Rayon is of

vegetable origin. It is a result of the chemical treatment of cellulose. And cellulose, any student of botany will tell you, is the fundamental material in the structure of plants. Rayon is made according to four processes—viscose, nitro-cellulose, cupra ammonium, and acetate.

The viscose process is the one most commonly used. Frank L. Sherrer, of Harvey Fisk & Sons, the bankers, says that about 75 per cent of the world's production of rayon is made according to the

To give an idea of the way the rayon industry has grown, we attach the world's production figures for various years, starting with the year 1901, when the first figures for the industry were gathered:

1901	1,500,000	Pounds
1911	20,000,000	"
1914	26,000,000	"
1918	35,000,000	"
1919	40,000,000	"
1920	50,000,000	"
1921	65,000,000	"
1922	79,738,000	"
1923	97,000,000	"
1924	141,164,000	"
1925	185,000,000	" (Est.)

viscose process. This process was originated in 1892. The British have played the biggest part in perfecting it. It is the most important process, because it enables the rayon manufacturer to use almost any kind of a vegetable fibre in its making.

Something like 18 per cent of the world production of rayon is made after the nitro-cellulose process. This method is founded on the process of Count Hilaire de Chardonnet, the Frenchman who is given credit for having invented artificial silk. He took out his first patent in 1884.

The cupra-ammonium process accounts for about 5 per cent of the world's process. Wood pulp is the base used. The Germans have made the greatest headway in developing this process.

In the neighborhood of 1 per cent of the total production comes from the acetate process. It is my understanding that this is the latest process to be developed. While this method of production is the most expensive, authorities in the trade claim that the resulting product more nearly resembles silk than the rayon of any other process. Mr. Sherrer told me that this process is an outgrowth of war chemistry. During the war, acetate of cellulose was used to waterproof the wings of airplanes. After the war was over, the factories producing this material found themselves all dressed up but they had no place to go. Chemists began to work on the problem and soon were able to utilize the process in making rayon.

As far as the chemically uneducated layman is concerned, there does not seem to be much difference in these processes. I mention them, however, because it is well for the future of the industry that rayon may be made in a variety of ways and from different base materials. The materials now used mostly are wood pulp and cotton linters. With a possible timber shortage staring the world in the face, an industry that promises to grow to such proportions as does rayon, should not base its

future on an uncertain supply of raw material. It seems, however, that the rayon manufacturers need not worry about this. It appears that rayon may be made out of any plant that has the right kind of cellulose composition.

When Count Hilaire de Chardonnet invented artificial silk, he found one of the pots of gold at the end of the rainbow toward which alchemists and later chemists had been struggling for centuries. Artificial silk is the first textile material that man has been able to contribute to industry. All other textile materials in existence—wool, silk, cotton and linen—are products of nature. Wool is the coat of the sheep. Silk is the cocoon of the silkworm and other insects. Cotton is the fruit of the cotton-plant. Linen is made of the fibre of flax. In a sense, artificial silk, or rayon, to use its approved name, is a product of nature inasmuch as cellulose is its basic constituent, but it is a natural product that has been metamorphosed through the magic of man's chemistry.

Man has done a lot with rayon since Chardonnet invented it. The Count's material was little more than a chemist's toy. For years, the textiles made of rayon were hard, dull, did not wear well, and could scarcely be washed at all. Practically no attempt was made to work rayon commercially until the early years of the present century. Even then, these attempts did not amount to much, except possibly they laid the foundation for all the vast improvements that have since been made in the production of the material. The companies that first entered the business failed. No definite progress was made until the English entered it, particularly until the Courtaulds got into the business. The forerunners of this organization did not succeed. The present company was registered in England in 1913, and has made astonishing strides ever since.

However, it is since the war that the industry has made its greatest advancement both in the quality of the material and the increase in its



# El Paso TUCSON Californians Inc. Phoenix Maine

## The Safest Guide To Community Advertising Success

ADVERTISING brought people to San Diego at a cost of \$56.12 per family. To El Paso for \$19.52. To Tucson for a few cents less. Yosemite National Park almost doubled its number of visitors as a result of one season's advertising. Hawaii had to build new hotels and a new steamer to accommodate the increased traffic. Advertising sent tourists flocking to the state of Maine this summer.

These are a few of the Community Advertising Campaigns planned and executed by The H. K. McCann Company. It is a specialized form of advertising in which we were pioneers, and in which we have probably had more experience than any other agency. To you who have the responsibility of seeing that your community fund is spent to the best advantage we offer this experience as your safest guide to success. We can show detailed figures on results and costs of attracting tourists, home makers or business interests.

## THE H. K. McCANN COMPANY *Advertising*

NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES

SAN FRANCISCO  
MONTREAL

DENVER  
TORONTO

production. The war stimulated invention marvelously. For years after the war ended, we heard stories of how these martian inventions were to be applied to the uses of peace. For a time, this seemed to be just talk. Few, if any, war-time products were being put on the peace market. But there was much activity in this direction. The public is now being given the results of this activity. The wonderful improvement in the quality, usability and practicability of present-day rayon over its crude prototype of a quarter century ago, is one concrete evidence of the activity that has been going on in chemical and mechanical laboratories.

Especially has there been much activity in this country in the rayon industry since the war. Not only have our efforts in the business consisted of developing new uses for this material, but also in the actual production of rayon itself. The pioneer rayon manufacturer in the United States is the Viscose Company. It started commercial production in 1911. Not only is this the pioneer company, but it is also the largest American producer. This company made two false beginnings before it finally got its successful start in 1911. Early in the century, an American organization obtained the patent rights to the viscose process, but nothing came of the venture. It was about 1905 that another company was organized to make a second attempt. It was operated on a small scale for three or four years and then failed. About two years later, the American Viscose Company was organized by Samuel Courtaulds & Co., Ltd., of Coventry, England. From the time Courtaulds took

hold, the company has been successful. Courtaulds have remained in control ever since. The name of the company, however, has since been changed to the Viscose Company of America.

To give an idea of the extent of the rayon industry in the United States, it might be well to catalogue the other American producers. I am indebted to *Textile World* for the list. While in the preparation of these articles I secured interviews with more than fifty authorities in the trade, most of the figures and technical facts which I am attempting to distil for popular understanding were taken from a 132-page rayon supplement which *Textile World* issued on September 26.

The second largest producer of rayon in this country is the Du Pont Rayon Company. This was organized in 1920 as the Du Pont Fibre Silk Co. It was the result of a union between the great E. I. du Pont de Nemours & Co. with Comptoir des Textiles Artificiels, of Paris, France. By this merger with the French company, du Pont secured the patent rights to the viscose process. The first du Pont plant was at Buffalo. A second plant was put in operation at Old Hickory, Tenn., this year. By 1926, the company will be producing from 12,000,000 to 15,000,000 pounds of rayon annually.

Tubize Artificial Silk Co. of America was organized in 1920. This company is really an outgrowth of the Belgian company of much the same name. The process followed uses cotton linters as its base.

Industrial Fibre Corp. of America. The year 1920 was a great one for this industry, because it was in that year that so many companies

#### CONSUMPTION OF RAYON BY INDUSTRIES

Per Cent Used In	1912	1913	1914	1915	1916	1917	1918	1919	1920	1921	1922	1923
Hosiery .....	30	40	47	65	56	45	40	28	25	23	24	22
Knit .....	7	5	3	5	11	15	17	17	21	29	26	23
Silk .....	10	10	12	5	9	15	18	18	13	12	11	15
Cotton .....	10	12	14	15	12	13	13	13	10	9	10	11
Underwear .....	..	..	..	..	..	..	..	1	1	2	4	5
Braids .....	10	5	3	2	3	4	5	13	14	10	11	10
Upholstery Goods..	3	5	2	2	2	2	2	2	2	2	2	2
Plush .....	15	15	15	3	4	3	2	3	3	1	1	1
Wool .....	3	3	2	2	1	1	..	1	1	1	1	1
Miscellaneous ....	12	5	2	1	2	2	3	4	10	11	10	7

The 12 issues of Needlecraft Magazine, ending with December 1925, carried more net cash advertising than any previous 12 issues.

Each year finds Needlecraft's position among worthwhile media more secure—a tribute not only to its intrinsic value as an advertising medium, but to the sound business principles upon which it operates.

ROBERT B. JOHNSTON,  
*Advertising Manager*

Fill in, tear out and mail this coupon



Member A. B. C.

Robert B. Johnston, Advertising Manager  
Needlecraft Magazine  
50 E. 42nd St., New York, N. Y.  
Send complete analysis of Needlecraft  
Magazine's circulation and reason why it  
can increase the sale of

Name of firm.....

Individual .....

Address .....

were organized. It was the result of the consolidation of the American Borvisk Co. and the Snia Viscosa Company, of Italy. It uses Italian patents and follows the viscose process with wool pulp as a base. Recently, however, the control of this company was acquired by Americans. The Industrial Rayon Corporation was organized as a holding company for these interests.

American Cellulose & Chemical Mfg. Co. Ltd. This is another unit in the field that grew out of a foreign concern. The original company in Great Britain manufactures 'Celanese.' The American company is marketing its product under this same trade-mark. It is the tariff which primarily causes these leading foreign manufacturers of rayon to start independent units in this country. The United States is by far the world's best market for rayon, but the material imported from Europe into this country has to climb a tariff wall of considerable height—at present 45 per cent *ad valorem*.

The Lustron Co., Inc. Makes the trade-marked product "Lustron."

American Bemberg Corp. Organized only this year, as a result of an "arrangement between J. P. Bemberg Ltd. of Barmen, Germany, and the Vereinigte Glanzstoff-Fabriken, of Elberfeld, Germany."

Belamose Corp. Started this year. Company is a union of Belgian and American interests.

Acme Artificial Silk Co. Another concern of 1920 nativity.

In addition to the above, *Textile World* lists the following as manufacturers that have not yet reached large production or about which there is little information:

Cupra, Inc., Clifton, N. J.  
James H. Hooper Mfg. Co., Baltimore, Md.

Klis Rayon Corp. of America, Boston, Mass.

Lyons Artificial Silk Co., Sellersville, Pa.

Pacific Cellulose Co., Inc., Walnut Creek, Calif.

Rayon Silk Co. of America, Chester, Pa.

Of course, that list may not be

complete, but it certainly includes all the important factors in the industry in this country as this is being written. However, many new concerns are planning to enter the field. It is likely that several of the cotton mills may enter the lists of rayon manufacturers, especially since rayon is rapidly becoming an important ally to cotton in cotton textiles. So far, though, there is nothing definite to record about this phase of the industry's expansion. It is said that more than 100 companies in this field were actually organized or attempted to organize in the United States during the last five years. It is obvious that many of these promotions died in their incipency.

It is to be expected that the industry underwent greater expansion in this country during this period than anywhere else in the world. Nevertheless, there was some expansion in the business throughout the world. Last year, sixteen nations turned in rayon production figures. Of these countries, Austria, Poland, Czechoslovakia, Japan, Hungary, Spain, Sweden and Russia had no production figures in 1923. Their production was estimated in the 1924 round-up, however.

With this world-wide activity in the business, one must be forgiven a fear that the industry may presently be over-producing. It appears, however, that any such fears are groundless. Though the growth in rayon production during the last twenty-five years has been enormous, the present world production is anything but burdensome. In 1901, the world produced only 1,500,000 pounds of artificial silk. By 1911, the production had climbed to 20,000,000 pounds. Last year's world production is estimated to have been 141,164,400 pounds. Brown Brothers & Co., the bankers, conservatively estimate 1925's world output at 150,000,000 pounds. Other estimates run as high as 200,000,000 pounds. Figures on current output indicate that 185,000,000 pounds will not come far from being the amount of rayon that will be turned out this year.

(Continued on page 161)

In Brooklyn,  
the Standard  
Union is the  
same sort of a  
newspaper for  
advertisers that  
it has been for  
very many years,  
only better.

*R. G. R. Hunniman*  
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

# Shoe Wholesalers Pick Up the Gauntlet

They Use Paid Advertising in Business Papers to Prove Their Right to Existence

By W. B. Edwards

**I**NDIVIDUALLY, and by word of mouth, wholesalers in many lines have had a great deal to say—principally of a complaining character. But collectively, and by printers' ink, wholesalers have been as silent as a mummy in an undisturbed tomb of the sixteenth Egyptian dynasty.

Wholesalers have been under attack—in fact, they have been under fierce bombardment at times. But they have made no attempt to fight back; that is, as a group and in an effective manner. Instead, they have turned the other cheek or used popgun methods of defense.

A number of manufacturers who have not relished the situation into which the wholesaler has been forced, have endeavored to fight his battles for him. For example, an article in the November 12 issue of *PRINTERS' INK* told how M. C. D. Borden & Sons, Inc., were advertising in business papers for the purpose of justifying the jobber and proving that he performs a necessary economic function. Ostby & Barton have used business-paper space to tell retailers a thing or two about jobbers. The Reliance Manufacturing Company has done likewise; also the Kleinert Rubber Company, the North American Lace Company and the Piqua Hosiery Company. The jobber-boosting campaigns of all these manufacturers have been described in various issues of *PRINTERS' INK*.

But despite these examples of what could be done to advance their cause, and despite the wealth of argument which is available to prove their case, wholesalers, as a whole, have done little more than grin and bear it, or complain. The Wholesale Coal Trade Association of New York, way back in 1920, did a little advertising to ex-

plain their functions, but their effort did not last very long, nor apparently did it make any great impression. Several associations of wholesale grocers have discussed and considered advertising—but the campaigns never got beyond the discussion and consideration stage. Up in Canada, about 250 wholesale grocers are using group advertising to establish their economic position in distribution, but that isn't going to be of any considerable help to wholesalers in the United States.

Now, however, a group of wholesalers in this country have at last taken up arms in their own defense. The group goes under the name of the National Association of Shoe Wholesalers. This association is running full-page advertisements in a shoe trade paper, in which the economic functions of shoe wholesalers are pointed out. The campaign started in May. Each page is solid text; the message running to about 75 or 100 words in each case.

Here is a typical piece of copy:

The wholesaler's chief concern is the same as the retailer's chief concern—namely, *selling*.

Unlike the manufacturer, he is not distracted by questions of production, nor does he try to meet national needs or suit country-wide conditions. The wholesaler concentrates on his *own* territory, and he can so effectively serve the dealer because he knows the *local* conditions better than anyone working at a distance could possibly know them.

It will be noticed that in this copy the wholesalers are not at all backward about telling what they do and the reasons why they can do these things better than anyone else. For some unknown reason, wholesalers seem to have adopted the attitude that their lot in life was meekly to accept whatever came their way and to refrain from answering back. On the



## Putting the Laboratory Test — FIRST — to What The Youth's Companion Prints for Boys

What to Make and How to Make It, epitomizes one of the practical innovations in the new Youth's Companion. Before instructions for making or building are published, the formula, plan or design is first put through the "Y. C. Lab." Here every element is submitted to the acid test—and in collaboration with faculty members of the Massachusetts Institute of Technology. Instructions as published, are correct—they work in practice. Be it a golf ball tester, a garage, an advanced radio assembly or a motor boat, the Laboratory Proves the Pudding, *first*.

The Youth's Companion Laboratory is a national society. The Youth's Companion itself is a national publication. It is companion, guide and stimulating friend to the youngsters of 225,000 American homes — youngsters who raise a potent voice in what they want themselves and what they want their families to have in automobiles, breakfast foods, radios, books, clothes, tooth paste and what not. To tell the story of your product to this representative young audience, The Youth's Companion offers an attractive advertising rate to a circulation of 225,000 net paid (A. B. C.), with short closing date and immediate national publicity. Shall we quote by wire or telephone?

### THE YOUTH'S COMPANION

8 Arlington Street, Boston, Mass.

AN ATLANTIC PUBLICATION

other hand, those who have attacked the wholesaler have not been particularly careful to be mild in their language. It is interesting, therefore, to see that these shoe wholesalers are going right to the mat and saying exactly what is on their minds.

Here is another advertisement:

The wholesaler extends to the shoe retailer an invaluable buying service.

In these days of rapid style changes, it is necessary to be in constant touch with the manufacturer and to make a wise selection from among the competing brands. This function the wholesaler performs for the retailer, saving him the time, labor and cost of frequent trips to market.

This campaign is not going to set the world afire. However, inasmuch as it represents one of the first, if not the first, concerted printed rejoinder which jobbers in any industry have made to the bombardment to which they have been subjected, it merits at least a little attention from manufacturers in all lines in which the wholesaler plays a part. Perhaps jobbers in other industries will take heart at this unwonted display of courage. Perhaps they will get together, by industries, and turn the guns on their enemies. If they do, this advertising will not be without its results—and those results are going to have a very direct reaction on manufacturers.

### Walter R. Hine Elected President of Seaman Agency

Walter R. Hine, vice-president and general manager of Frank Seaman, Incorporated, New York advertising agency, was elected president at a meeting of the directors which was held last week. He succeeds Frank Seaman, who has become chairman of the board.

Mr. Hine has been associated with Mr. Seaman for the last thirty years and, from the time the business was incorporated in 1905, he has been vice-president and general manager.

### De Miracle Account for Harry C. Michaels

The De Miracle Chemical Company, New York, has appointed the Harry C. Michaels Company, Inc., New York advertising agency, to direct its advertising account. A national campaign is being planned, to start in February, 1926. Women's and general magazines will be used.

### North Carolina Sandhills to Be Advertised

A five-year campaign will be started this month to advertise the Sandhills section of North Carolina to tourists, farmers and home-seekers. A fund of \$70,000 has been obtained for the campaign, which is sponsored by the Sandhills Information Bureau, an organization of business men of Pinehurst, Southern Pines, Aberdeen and Pine Bluff. At the start newspapers in New York, Buffalo, Boston, Philadelphia, Pittsburgh, Cleveland and Detroit will be used. Early next year farm papers in the South and newspapers in Florida and Western North Carolina will be used. The E. G. Stellings Company, Wilmington, N. C., advertising agency, will direct the account.

### Hazard Agency to Direct Snia-Viscosa Advertising

The Commercial Fibre Company of America, Inc., New York, sole agent in the United States and Canada for the products of the Snia-Viscosa Company, Turin, Italy, has appointed the Hazard Advertising Corporation, also of New York, to direct the advertising of these products. The Snia-Viscosa Company manufactures rayon, under the trade name Mistletoe, and an artificial wool fibre which it is marketing under the trade name Sniafil.

### Warner Corset Account for Frank Presbrey Agency

The Warner Brothers Company, Bridgeport, Conn., has placed the advertising of Warner's and Redfern corsets, and its other products, with the Frank Presbrey Company, New York advertising agency. Plans for 1926 include the use of national women's magazines.

### P. E. Chamberlain, New Marmon Sales Manager

Percy E. Chamberlain has been appointed sales manager of the Nordyke & Marmon Company, Indianapolis. Colin A. Campbell has been made sales promotion manager of the Marmon company.

### Bishopric Account with J. Walter Thompson

The Bishopric Manufacturing Company, Cincinnati, has appointed the J. Walter Thompson Company, Inc., New York, to direct the advertising of Bishopric base, Bishopric stucco and Bishopric sunfast finish.

### Has Wheatsthworth Account

The F. H. Bennett Biscuit Company, New York, Wheatsthworth biscuit, has appointed Olmstead, Perrin & Lefingwell, Inc., advertising agency of that city, to direct its advertising account.





Many "One-paper-list" Advertisers would find a newspaper like the BUFFALO TIMES a Regular Treasure Island if they would make a trip up the River of Progress and climb over the Boulder of Habit.

Take the necessary steps; the Gold is there.

# Pity the

(They're vast

GRIMY letters clutter the mail, and the kids are "being good" for Santa Claus.

Mother and father are busy with holiday lists and budget.

Everybody has money—  
everybody is spending it.

Pity the poor more than usual this year, for they

## Chicago Herald

NEW YORK: 1834 Broadway

# • • **Poor** stunumbered)

are surrounded by greater  
prosperity than ever  
before.

• • • • •

A million people read  
the Herald & Examiner  
every day. To the last  
one their buying sense  
is quickened at this  
season when wants are  
multiplied—and happily,  
money is plentiful.

## and **Examiner**

SAN FRANCISCO: Monadnock Bldg.

## Where Wealth Is Centered Is Your Best Automobile Market

This fact is proved by the records of motor sales and ownership.

Of the 5,124 automobiles registered in 1924 in Illinois, costing above \$2,000 each, 3,844 or 74 $\frac{8}{10}$  per cent—were registered from Chicago.

Of the 38,319 automobiles costing between \$1,000 and \$2,000, registered in 1924, 22,496 or 58 $\frac{7}{10}$  per cent—were registered from Chicago.

In the upkeep and replacement of these cars, and in the sales of new cars; these proportions will be approximately maintained.

Obviously, the best market for automobiles and automotive accessories is in this area of concentrated buying power. It is equally obvious that the most effective medium for reaching and selling this market is The Chicago Daily News which publishes a greater volume of display advertising than any other Chicago daily newspaper.

The Daily News is the most effective selling force in Chicago because its 400,000 daily average circulation—approximately 1,200,000 daily readers—is concentrated 94 per cent in Chicago and its suburbs.

## THE CHICAGO DAILY NEWS

*First in Chicago*

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# National Advertisers Fix on Policy of Co-operation

New President of Association of National Advertisers Says Policy Is to Put Feet under Same Table with Other Advertising Interests

THE Association of National Advertisers wants to put its feet under the same table with all other advertising interests and talk advertising with them. It seeks co-operation from all other advertising interests to the end that advertising

may be more economically used as a selling tool. It wants to talk about advertising not for the sake of glorifying advertising, but in order to sell goods at lower costs.



EDWARD T. HALL

This is a summarized statement of the policy the association has set for itself as the newly elected president, Edward T. Hall, vice-president of the Ralston Purina Company, of St. Louis, has expressed it.

A year ago Philip L. Thomson, in his address as retiring president of the association, and G. Lynn Sumner, in his address as Mr. Thomson's successor, pledged the association to a policy of harmony with all other advertising interests. Mr. Hall's statement of policy carries the association a step farther and invites co-operation from all advertising interests.

The new president was elected at the association's annual convention held last week at Washington, D. C. He comes into office with a record that shows much work done for the association. He has served on many committees; held various offices for a number of years, and often addressed meetings of the association on his own company's actual experience with advertising, giving freely of the facts that his company had spent money to get.

The convention this year, if it needs a description, might be called the association's newspaper conven-

tion. Last year it was a magazine meeting, since it was then addressed by a number of magazine publishing house executives on magazine circulation methods. This year four newspaper executives spoke before the association. They were Don Seitz, of the New York *Evening World*; Marcellus Murdock, of the Wichita, Kans., *Beacon*; L. E. McGivena, of the New York *Daily News*, and Don Bridge, of the Indianapolis *News*. The list of newspaper men should in reality be extended to cover five, inasmuch as J. Thomas Lyons, who was formerly with the Baltimore *News*, spoke on newspaper advertising.

Discussion of the information that these newspaper executives gave the association and of newspaper advertising problems, led to the adoption of two resolutions on newspaper advertising.

The first of these resolutions was concerned with the differential in rate on national and local advertising in newspapers. This particular subject had been presented from two points of view by two different newspaper speakers, Mr. Seitz and Mr. Murdock. Mr. Seitz, in his address, made the point that a newspaper pursuing a policy that set a higher rate for national over local advertising was short-sighted. Mr. Murdock explained why he was convinced that for certain newspaper publishers there was no other logical step to take other than to charge a higher rate for national over local advertising. The association's resolution on this subject said:

Whereas, the Association of National Advertisers has found among newspapers no consistent practice in the establishment of rates as between local and national advertisers, be it

Resolved, that this convention recommend to the association's directors that they continue their efforts by and with the co-operation of the American Newspaper Publishers Association, the American Association of Advertising

Agencies, and other organizations interested, to bring about a more logical and equitable newspaper advertising rate structure to the end that this valuable medium may be utilized by national advertisers in larger measure as a factor in more economical selling and distribution.

The second resolution on newspaper advertising opposed the practice of newspaper publishers of both morning and evening editions in selling "these two separate and distinct publications to national advertisers only as one unit." This resolution said:

Whereas, the members of the Association of National Advertisers are extensive users of newspaper space and

Whereas, their use of such space should be determined by scientific study and be limited by economical considerations with interest to eliminate waste, therefore, be it

Resolved that the Association of National Advertisers, by vote of its membership in annual convention assembled, expresses itself as unalterably opposed to the practice of newspaper publishers of both evening and morning papers of selling these two separate and distinct publications to national advertisers only as one unit; and be it further

Resolved, that it seriously objects to the discrimination shown by publishers of such combination in selling local advertisers either unit of their combination separately, while refusing to so sell them to national advertisers.

The revised postal rates put into effect by the Government on April 15 of this year came in for severe criticism in an address made by a member of the association, R. N. Fellows, of the Addressograph Company. As a result of his address the association passed a resolution that asks Congress to vote a return to 1920 rates on second class matter and to 1924 rates on first, third and fourth class matter.

In his address against the present increased rates, Mr. Fellows stressed a point that was the subject of an editorial in **PRINTERS' INK** a short time ago when he said:

"If Congress had followed the advice of the Post Office Department and let rates alone, and proceeded on the principle that Henry Ford has found so successful, namely, decreasing prices and increasing volume, national distributors and local dealers would not now have to face the necessity of reducing their mailings of sales literature at such an alarming rate

as thousands of users of the mails are now doing."

The exact text of the association's resolution on postal rates was:

Whereas, Congress at its sixty-eighth session increased postal rates to a prohibitive point without any scientific basis, therefore to the detriment of American industry, and

Whereas, except for charges improperly allocated to the Post Office Department, the Department is now producing a substantial profit over and above the cost of carrying the mails and

Whereas, said rate increases are discriminatory and amount to a special tax upon those who use the mails, be it

Resolved, that the Association of National Advertisers composed of leading manufacturers of all lines of American industry, by vote of its membership in annual convention assembled, protest the increases as adopted, and

Resolved, that we advocate the return of second class rates to those in effect in 1920 for the reason that the 1920 rates produced the greatest volume of revenue from that class of mail for the Department, and

Resolved, that we advocate the return of first, third and fourth class rates to those in effect in 1924 for the reason that those rates, long in effect, were scientifically arrived at by the Post Office Department from the standpoint of the cost of carrying the mail, the proper balance of the mail and the public service which the Post Office Department should render to American business, and be it further

Resolved, that this resolution be spread upon the Minutes of the Association and that copies hereof be forwarded to each Congressman and Senator, the President of the United States, the Postmaster General, and other interested parties.

In addition to newspaper publishers and executives the convention was addressed by manufacturers, educators and retailers. Summaries of, or high spots from, their addresses follow this report under the following headings:

- (1) Armstrong Finds Jobber Cheapest Sales Channel
- (2) Tendencies in Retailing
- (3) Filene on the Future of Advertising
- (4) Conservatism in Newspaper Merchandising Service
- (5) What Is Dishonest Substitution?
- (6) A Plan for Standardizing Process Colors
- (7) Why General Electric Uses Institutional Advertising
- (8) Department Stores Block Mass Production

Many entertainment features marked this convention. At the annual banquet there were addresses

by Merle Thorpe, editor of *The Nation's Business*, and Strickland Gillilan. An outstanding social event was a call by members of the association upon President Coolidge, and later an opportunity to be photographed with the President on the White House grounds. This particular event came close to being cancelled by the President because of pressure of work. However, when the President learned that the Association of National Advertisers had made an Amherst graduate its head, he carried through the program scheduled for him for personal reasons.

In addition to electing a new president the association also elected three vice-presidents. They are: S. E. Conybeare, Armstrong Cork Company; W. K. Burlen, New England Confectionery Company, and A. D. Welton, Continental & Commercial National Bank.

New elections to the board of directors at this meeting include: Carl Gazley, Yawman & Erbe Mfg. Company; B. Lichtenberg, Alexander Hamilton Institute; Evans E. A. Stone, Standard Oil Company of New Jersey; P. B. Zimmerman, National Lamp Works of the General Electric Company; W. A. Hart, E. I. du Pont de Nemours & Company, Inc., and Frederick Dickinson, Hupp Motor Car Corporation.

Hold-over members of the board of directors are: W. S. Ashby, Western Clock Company; C. F. Beatty, The New Jersey Zinc Company; Robert Lynn Cox, Metropolitan Life Insurance Company; R. N. Fellows, Addressograph Company; W. E. Loucks, California Packing Corporation, and J. S. Wichert, Mellin's Food Company of North America.

Carl J. Schumann, secretary of the Hilo Varnish Company, who succeeded G. Lynn Sumner as president of the association a short time ago, is an ex-officio member of the association's board of directors.

The present membership of the association is 345 national advertisers, an increase of forty over a year ago.

## Armstrong Finds Jobber Cheapest Sales Channel

Through actual tests the Armstrong Cork Company has found the jobber to be the cheapest channel through which to merchandise linoleum, according to H. W. Prentis, Jr., general sales manager of the company. Mr. Prentis not only declared that the jobber was the cheapest, but gave figures on the subject, saying that the jobber was found to be 10 per cent cheaper than any other sales channel.

His address showed that his company works in close co-operation with both jobber and retailer. By means of accurate records of every sale made by a jobber to a retailer it becomes possible for the company to give each retailer a comparative sales basis on which to work; from such records the company can point out to any one retailer of its product exactly how his sales volume compares with that of a somewhat similarly situated retailer.

The company watches carefully the effect of its consumer advertising upon the retailer. It has endeavored to find out through surveys of the retail field whether or not consumers are asking for linoleum by brand names. Surveys made in 1921 showed that retail merchants had reported that only 31 per cent of their customers had asked for linoleum by brand names. In 1922 this percentage increased to 49 per cent; 1923 to 64 per cent; 1924 to 65 per cent and 1925, 67 per cent.

## Tendencies in Retailing

In a talk on the tendencies in retailing, Professor H. W. Maynard, of Ohio State University, mentioned a very suggestive opinion that may be of value to many national advertisers. In speaking of the effect of the parking problem on the business of retail stores in congested areas, Professor Maynard detailed the expenses that many stores have

assumed in giving bus and parking service, all of which adds to their overhead expense. He said that both stores in outlying districts of cities and towns, and national advertisers could take advantage of this condition by closer co-operation. As he explained the proposition, the outlying store is not advertised extensively; hence does not compete aggressively with the large downtown store. But by handling and featuring nationally advertised goods, the smaller store in the suburbs, or away from the congested areas, may sell its goods readily in competition with the larger stores and furnish the very attractive service of commodious parking space.

Costs in retailing, he pointed out, increase as volume increases—this, of course, being opposite to the manufacturing principle of reduction in unit cost as volume increases.

Newer tendencies in retailing, as he reported them are: The establishment of retail stores by big mail order houses; buying by department stores scattered over the country, through one central office, enabling them to get a better price; the selling of such items as men's clothing, etc., on the installment plan, and the trade-marking of such products as women's dresses, only recently deemed impractical for this.

## Filene on the Future of Advertising

An address filled with predictions on the future of advertising was made by Edward A. Filene, president, Wm. Filene's Sons Co., of Boston.

In the beginning Mr. Filene reiterated the views on the commercial prosperity of the United States which he presented in his recent book, "The Way Out." Continued prosperity depends, to a large extent, upon conditions in Europe, Mr. Filene believes. Without sufficient foreign purchasing power, competition here in America within a few years will be so keen that, in his opinion, it may

develop into a super-competition leading to lower wages and longer hours for labor. Mr. Filene urged the Fordizing of production.

In his statement on the future of advertising, made at the close of his address, he said:

"I think it most essential that the advertising men of the country study most carefully not only the problems of production and distribution, but all of the authoritative suggestions and opinions regarding the solution of these problems. Advertising must assume new and heavier responsibilities. It must take a firmer, more valuable place as a necessary power in our economic system. For the purpose of securing mass distribution, which is essential to mass production, big advertising must be freely used.

"If I may be permitted, let me now briefly state what kind of development this advertising must take to be successful. In my opinion, the signs indicate that advertising will be made to appeal more to reason and less to the emotions. As the new order develops, I think that our large industries will not be satisfied with opinions or chance or luck in their advertising campaigns, and that more scientific methods will be demanded to eliminate, so far as that is possible, every chance of advertising waste and loss.

"In other words, advertising will be used at its best to tell the weaknesses as well as the strength of business systems; it will be our principal medium for the broadcasting of facts, and it will not only describe goods for the purpose of selling them, but will also describe advanced methods and processes for the purpose of proving to the public that they are the best because of the better qualities and lower prices they bring about.

"This kind of advertising is an aid to the consumer in buying advantageously, and in my opinion, supported by all my research and study, the big rewards of the future will go to the big advertisers who back their up-to-date scientific mass production with that kind of advertising. This may

(Continued on page 25)



## Selling Cigars and Tobacco in PHILADELPHIA

Philadelphia, having the third largest population in the United States, is a very important market for the maker of Cigars, Cigarettes, Pipes, Smoking and Chewing Tobacco, and other articles that can advantageously be sold over the cigar store counter.

With a population exceeding three million, it numbers many devotees of the aroma of a good cigar or fragrant cigarette who are receptive to the advertisements of new blends and brands.

Many specialties, such as magazines, safety razors, candies, chewing gum, books, school supplies, novelties, etc., find ready sale in the neighborhoods where cigar stores are located.

*Send for a free copy of THE BULLETIN ROUTE LIST OF CIGAR STORES IN PHILADELPHIA AND CAMDEN. It will be of great help to your salesmen when calling on the trade.*

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



**520,072** copies  
a day

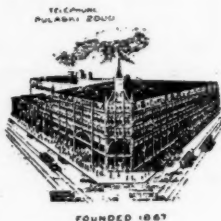
Average daily net paid circulation for the six months ending September 30, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—247 Park Avenue (Park-Lexington Building)  
Chicago—Veree & Conklin, Inc., 28 East Jackson Boulevard  
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard  
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street  
Kansas City, Mo.—C. J. Edelmänn, Verree & Conklin, Inc., 1100 Davidson Bldg.

(Copyright 1925—Bulletin Company)

# New York Evening Journal Helps Furnish 65,000 Brooklyn Homes



ALL CORRESPONDENCE TO RECEIVE PROMPT  
ATTENTION SHOULD BE ADDRESSED TO THE FIRM

**H. BATTERMAN CO.**  
BROADWAY, GRANAM & FLUSHING AVES.

BROOKLYN, N.Y. November 3rd, 1925.

New York Evening Journal,  
166 Remsen Street,  
Brooklyn, N. Y.

Gentlemen:

So far beyond even our fondest hopes have the results of our recent household Club Plan Celebration sales mounted, that we want to share with you our enthusiasm and gratification on this tremendous success, for you have played an all-important part in conveying the knowledge of this plan and its benefits to the great public of Brooklyn and Long Island.

Over a quarter of a century ago, when this thriving borough was a small City, our Store inaugurated this policy of co-operation with its customers in extending payments on Home-furnishing purchases, on lowest possible terms. To-day over 65,000 homes enjoy the benefits of this helpful Plan, and H. Batterman Co. has established itself as "The Great Home Department Store." Count another achievement for your great institution in having helped us to make each of 65,000 homes a much happier, more livable and finer place to live.

The Club Plan Celebration Sale just ended marks a new high-water mark in our sales—the most successful in our history. Over 80% of our daily newspaper advertising was in the Evening Journal. We have no doubt but that the success of our Store and its services are inseparably linked with the success of the world's greatest newspaper.

To you and your splendid paper are due the sincere thanks of this organization—and of the millions whom we both serve.

Very truly yours,

H. BATTERMAN Co.

MRA:LC

*MR. Aaron*  
H. E. Aaron, Mgr.

## NEW YORK EVENING JOURNAL

America's largest evening newspaper circulation—and at 3c a copy the

## Remarkable Testimony from Large Brooklyn Store

H. Batterman Company, one of Brooklyn's largest stores, tells in the accompanying letter, that "The Club Plan Celebration Sale" just ended marks a new high-water mark in their sales—the most successful in their history.

Back of the sales records and growth of the H. Batterman Company has been an outstanding policy of concentrated advertising. For 15 consecutive years this "Great Home Department Store" has placed about 75 per cent of all its newspaper advertising in the Brooklyn Section of the New York Evening Journal.

Located in Williamsburg for 58 years, in the heart of the Eastern District of Brooklyn, the H. Batterman Company was in a position to test and prove which newspaper produced the greatest results—which advertising medium brought the most profitable returns in sales volume, as they must draw their customers from all parts of Brooklyn and Long Island.

Last year this firm concentrated over 325,000 lines of advertising in the Brooklyn Section of the New York Evening Journal. Over 80 per cent of their advertising of "the most successful sale in our history" was concentrated in this newspaper.

This is remarkable testimony of the purchasing power and responsiveness of the largest evening circulation in Brooklyn and Long Island. It is conclusive evidence of circulation which covers every section of Brooklyn so intensively that it reaches a larger home audience every day than all the other Brooklyn daily papers combined.

The Brooklyn Section is an integral part of the New York Evening Journal, the circulation of which exceeds that of all the Brooklyn daily papers combined.

# EVING JOURNAL

at 3c a copy the circulation of any other New York evening paper

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**Milwaukee—First City in Diversity of Industry**


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## An Open Letter from—

*Milwaukee*  
*Journal and Business Review*  
*Published Daily*  
*Subscription Office: 100 North La Crosse St.*

*Vol. 56, No. 24*  
*Published Daily*  
*Subscription Office: 100 North La Crosse St.*

*Gimbel Brothers.*  
*Milwaukee*

"Editor, Milwaukee Journal"

**"We use The Milwaukee Journal to tell the news of our store because years of experience have proven that The Journal seems to bring us the greatest possible number of customers per dollar invested in space. In the past five years we have invested approximately two-thirds of our total newspaper advertising investment in The Milwaukee Journal."**

*Gimbel Brothers*

## **The Milwaukee Journal**

**FIRST—by Merit**

---

**Wisconsin—First State in Value of Dairy Products**

---

sound theoretical; but my experience shows it to be entirely practical.

"For many years I have both studied and practiced advertising. And I am convinced that for everybody interested in advertising, a broad understanding, not only of conditions in this country, but of international conditions is necessary."

## Conservatism in Newspaper Merchandising Service

Don Bridge, of the Indianapolis *News*, speaking for the Association of Newspaper Advertising Executives, reported to the Association of National Advertisers on a survey his association had conducted on newspaper merchandising service. The survey was made by questionnaires sent to 165 agencies and advertisers.

Those to whom the questionnaire had been sent were requested to name the services they wanted from newspapers according to order of importance, according to whether or not they approved of them as part of a newspaper's functions, and whether or not they would be willing to pay for them.

Returns showed that only six services were considered proper functions by from 50 to 82 per cent of those who replied.

These six services were:

- (1) General Market Statistics
- (2) Special Market Surveys
- (3) Trade Route Lists
- (4) Selling Dealer Tie-Ups
- (5) Publishing Dealer Paper
- (6) Letters of Introduction to Trade

From 18 to 48 per cent of those who replied listed another group of seven services which they thought also were to be expected from newspapers. These seven services were:

- (1) Introducing Salesmen to a Few Key Dealers.
- (2) Arranging for Window Displays.
- (3) Providing Advertising Portfolios.
- (4) Letters at Advertiser's Expense.
- (5) Preceding Salesmen to Merchandise Advertising.
- (6) Broad-sides at Advertiser's Expense.
- (7) Letters at 50-50 Expense.

From 2 to 13 per cent gave a third group of six more services as proper functions of a newspaper in their opinion. This third set of services was:

- (1) Installing Window Displays.
- (2) Broad-sides at 50-50 Expense.
- (3) Introducing a Salesman Generally.
- (4) Broad-sides at Newspaper's Expense.
- (5) Managing Sales Crews.
- (6) Selling Merchandise.

It was Mr. Bridge's opinion that since the six services listed in the first group were the only ones considered proper functions by more than 50 per cent of those who replied to his association's questionnaire that "it is reasonable to assume that a newspaper that believes in the greatest good to the greatest number of advertisers should limit service to these primary and practical functions."

## What Is Dishonest Substitution?

A report on "Dishonest Substitution" made by W. Russell Green, of the Charles E. Hires Company, voiced the opinions of a group of members of the Association of National Advertisers who have been studying that subject.

In this report Mr. Green said that there is a widespread misunderstanding as to what substitution really is, and explained that when Hires root beer is asked for, the dealer may say that he has not Hires but another root beer which is equally as good.

"That," the speaker said, "contrary to the general impression, is not substitution. That is simply competition, and the remedy lies in advertising and salesmanship. When you go to a garage and ask for Mobiloil, and, without telling you, the dealer sells you crankcase drainings or some other oil, he is guilty of substitution. This practice is much more widespread than many of us have any idea. It is found in almost every field of merchandising."

"We receive," said Mr. Green, who is vice-chairman of the Association of National Adver-

tisers Committee on Substitution, "many letters from members of this organization indicating that they suffer from this practice and are willing to co-operate in trying to eliminate it. The newspapers are also willing to aid. We realize that the fundamental remedy for substitution lies in creating sentiment and public opinion, so that every dealer will understand that the consumer is opposed to these dishonest practices, and so that every dealer will realize that it is not good business. We are advocating a uniform statute simply because the law at the present time is in chaos on this subject. Of course, we understand that the law will be the last resort. Members of the Association of National Advertisers are interested in this fight to protect ourselves as manufacturers, to protect the retailer and to protect the consumer. We owe it to America to curb dishonest substitution."

### A Plan for Standardizing Process Colors

A plan seeking to accelerate progress in standardizing process colors prepared by George A. Heintzmann, of the Dexter Folder Company, was read before the Association of National Advertisers by Robert K. Leavitt, secretary of the association.

The report, as Mr. Heintzmann prepared it, stated that the association looks to an agreement between advertisers' agents, publishers and all others who are directly interested in the subject, on the fact that standardization is necessary.

After such an agreement has been reached by those directly interested in the subject it expects that technicians such as engravers, ink manufacturers, printers, and paper manufacturers will arrive at an agreement as to exactly what colors are best under a plan of standardization.

The association itself stands ready to give its sanction to any set of standardized process colors that have been agreed upon in the manner outlined above, according to this report.

### Why General Electric Uses Institutional Advertising

The General Electric Company conducts an institutional campaign containing educational and informative copy for two reasons, according to Martin P. Rice, of that company. These reasons are:

- (1) To keep public good-will.
- (2) To keep employee good-will.

Institutional advertising, Mr. Rice declared, is a fixed policy and is continued at all times through periods of prosperity and depression.

### Department Stores Block Mass Production

The manufacturer selling to department stores is very much perplexed by many problems of distribution according to statements made by J. R. Brundage, vice-president of the White & Wyckoff Manufacturing Company. The present attitude of department stores in his opinion is holding off the day of genuine mass production.

Department stores, he pointed out, demand all manner of concessions from the manufacturer. They want lowest prices, long credit terms and quick deliveries. But, he declared, they do not pass on such advantages to the consumer. They seek the highest possible price from the consumer and thus slow up sales.

A hopeful sign, he pointed out, lies in the formation of a trade distribution committee, which is attempting to cut down the evils of distribution and increase co-operation between manufacturers and retail stores.

### Auto Body Account for Young & Rubicam

The Edward G. Budd Manufacturing Company, Philadelphia, maker of Budd all-steel automobile bodies, has placed its advertising account with Young & Rubicam, advertising agency, Philadelphia. For the last year this agency has directed the advertising of Budd-Michelin wheels.



**T** is given to but few newspapers to dominate their fields so completely as does *The News in Indianapolis*. For 56 years *The News* has been Indiana's greatest newspaper—first for half a century in circulation, in advertising volume, in service to its public and in lowest cost results for advertisers.

\* \* \* \*

By invitation, exclusive Indiana representative,  
The 100,000 Group of American Cities, Inc.

\* \* \* \*

FRANK T. CARROLL  
Advertising Director

New York Office  
Dan A. Carroll  
110 E. 42nd St.

Chicago Office  
J. E. Lutz  
The Tower Bldg.

 The Indianapolis Radius



*The*  
**INDIANAPOLIS  
NEWS**

# When Little Mary—Age Six— Does the Family Shopping

A Problem Immediately Arises for the Retailer to Solve

By Uthai Vincent Wilcox

**C**HILDREN, as buyers of food-stuffs, are among the daily problems of the grocery store clerk and manager. Due to their limited knowledge and their inability to express themselves and their likes and dislikes, plus forgotten instructions and explanations, their errands are occasionally the cause of misunderstandings and loss of business.

As a successful Baltimore grocery store manager, A. E. Trail, pointed out, parents trust various sums of money to their children with instructions to purchase this and that at specific prices. It frequently happens that the price of an article has been increased or some change made. If the money that the child has brought covers the increase, the grocery clerk will take it with a word of explanation. However, the parent, hearing the whole matter by way of a child who is unable to understand and remember because of its limited knowledge, is frequently led to believe that the store has over-charged or taken advantage of the child. Mr. Trail, pointed out, too, that some children spend the difference between the purchase price and the sum they have been given. If the parent is unaware of the child's delinquency, anything that the store manager or clerk may say, will be disbelieved.

In an effort to assist both parents and store managers and clerks, as well as make it easier for the children, the Atlantic and Pacific chain stores have adopted an envelope system. H. F. Hadgren, sales manager of the Washington district stores of the Great Atlantic and Pacific Tea Company, has this to say about the envelopes: "They make it easy for the parent and the store to keep the transaction straight, for the envelopes give, not only the amount of the

order, but the amount received and change enclosed. When the clerk of the store fills in these lines, it is difficult for a misunderstanding to arise."

There is a printed message which reads:

Dear Madam: Your change is in this envelope. Thank you for the order and the confidence you and your children have in my store.

I will always make it a point to treat your child as I would yourself.

.....  
Manager.

"When the envelope is filled out," Mr. Hadgren said, "there is no chance for doubt on the part of the parent as to whether she sent her child with a \$5 bill to purchase her groceries, what the amount of the order was, and how much change she should expect.

"Besides, this, if she does not know the name of the manager of the store, she will learn it from the signed envelope brought back by the child. This will make for better understanding, acquaintanceship and good-will."

## Joins New York "Daily News"

Lester Mercelis, for the last year with the trade division of the Butterick Publishing Company and, previously, advertising manager for some years of *La Prensa*, New York, is now associated with the New York *Daily News*, as a member of the local advertising staff.

## Seth Thomas Account for

J. Walter Thompson

The Seth Thomas Clock Company, New York, has appointed the J. Walter Thompson Company, Inc., New York advertising agency, to direct its advertising account.

## William W. Black Joins Condé Nast

William W. Black, secretary-treasurer of Miller, Black & Vanderbilt, Inc., New York advertising agency, has joined the sales staff of The Condé Nast Publications. He will cover travel advertising.



## Fallacy No. 9 in Class Circulation

DO not let anyone tell you that the mass of people in any community will buy a new, expensive, quality product.

It is only in the Mexican army that everybody is an officer and nobody is a private.

Vogue offers the advertiser of a quality product a selected group of quality people . . . his logical prospects . . . whose lead will be imitated by the best third of the masses as far as purses permit.

There is no waste in this type of circulation.

# VOGUE

*Member Audit Bureau of Circulations*

Compare  
**Our Rates**

Look at these rates! See how low they are in comparison with others!

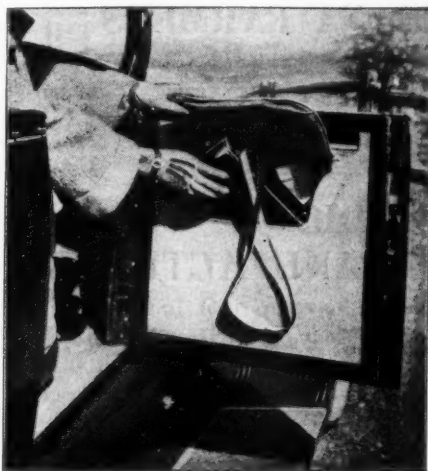
	<i>Rate Per Page</i>	<i>Rate per page Per Thousand</i>
Black and White. . .	\$3400	\$1.32
Two Color Inserts. .	4500	1.74
Four Color Inserts. .	6500	2.52

Circulation  
**2,575,000**

On the opposite page is shown an advertisement of the Eastman Kodak Company, a consistent advertiser in the ALL-FICTION FIELD for many years.

**All-Fiction Field**  
*Magazines of Clean Fiction*

*Compare*  
**Our Advertisers**



*Picture Ahead,  
Kodak as you go*

*Autographic Kodaks \$5.00 up*

Eastman Kodak Company, Rochester, N.Y., *The Kodak City*

*One of our regular advertisers*

**All-Fiction Field**

*Read by Everybody—Everywhere*

# I

## NDIANA FARMERS

are enjoying a bountiful and prosperous year. They have money to spend.

# R

## ADIO MANUFACTURERS

have, in rural Indiana, one of their greatest potential markets—only 8.5 per cent of Indiana farmers now own radio.

*The*

# I

## NDIANAPOLIS STAR

has more rural circulation than all other Indianapolis newspapers combined—a definite coverage of this most prosperous market.

**The Shaffer Group**



### NATIONAL REPRESENTATIVES:

**KELLY-SMITH COMPANY**  
Marbridge Building, New York  
Tribune Tower, Chicago, Ill.  
Atlantic Building, Philadelphia, Pa.  
Waterman Building, Boston, Mass.

**GRAVURE SERVICE CORPORATION**  
25 W. 43rd St., New York City

# Direct Mail Puts on Its Holiday Apparel

Some Interesting Examples Showing How Manufacturers Are Helping Dealers to Increase Christmas Sales

**H**OLLY and mistletoe!  
Bright red and green festoons!  
Evergreen boughs and Christmas candles!

What shall be the holiday garb of the special direct mailing piece which brings seasonable sales stimulus to the retailer?

The natural demands of the Christmas shoppers work right into the hands of certain manufacturers each year. They can be sure that their dealers will receive calls for their wares—toys, jewelry, watches, sporting goods—but what of those others, that vast majority who desire their share of this holiday business?

The stage is not set so admirably for them. They must arrange their own sets and drops before the Christmas curtain is raised by the retailer.

The Walworth Company, maker of Stillson wrenches, has given direct mail a holiday garb for this purpose. This company, sincerely believing that its product can be made to respond to a holiday sales effort, has issued a special letter to the trade, with an advertising copy enclosure, bearing on this point.

The letter reads as follows:

Dear Sir:

Your advance copy of the .....  
ad for December 5 is enclosed.

There are two points about the Walworth Christmas Wrench to which we desire to call your particular attention:

1st—The Christmas Wrench is not new. Walworth dealers have found this merchandising plan a sales-breeder and a profit-maker besides. For the past five years, each year has shown an increased demand for this item.

2nd—If, by any chance on December 26 any Walworth Christmas Wrenches remain on hand, you do not have to reduce the price as with ordinary Christmas merchandise! Simply remove the Christmas jacket and you will have the regular Walworth Package—"The Handy Helper in Every Home"—nationally advertised and a year-round seller!

You can cash in on the slogan—"Gifts of Utility—Hardware" by featuring Walworth Christmas Wrenches in your windows and on counters and shelves.

Better get in touch with your wholesaler at once as last year some dealers ordered Christmas packages too late to get them in time for the holiday trade.  
Yours very truly,

WALWORTH COMPANY.

P.S.—In order to save you a similar disappointment, an advance memorandum is provided on the back of your ad-proof. Even though you specify a later shipment date, send it along to your jobber now.

This interesting letter is done in red and green ink, a feature, in itself, nicely calculated to win favorable attention from the dealer who receives it.

The ad-proof enclosure shows a Walworth wrench and its attractive Christmas package. This fills half of the page, with the balance given over to suitable copy under this caption: "A Ten-inch Stillson is a Gift They Will Use (You'd find it handy yourself)."

The National Carbon Co., Inc., has devised a good plan for its retailers in helping them sell more flashlights this Christmas.

The direct mail recently sent out to their dealer mailing list comprises two pieces. Upon opening the larger folder, the dealer is greeted in this manner:

A Christmas Proposition.

Made to Order for Progressive Merchants.

Don't miss it—Price sheet inside.

Above these captions is a reproduction in red, holly and blue, of the Eveready Christmas Package in the specially designed Christmas counter display. This shows the dealer just how the whole display will look and thus tells a good sales story by itself.

The next unfolding again pictures this Christmas display package, with a list of its contents, list and net price, a suggestion to order from the jobber promptly and the following communication:

SPECIAL CHRISTMAS PACKAGE

To simplify Christmas selling for you and Christmas buying for your customers. This attractive package comes

to you with ten flashlights (seven popular types) all put up in Christmas boxes. Simply open up the free display container and put it on your counter.

Your customers are looking for this kind of Gift.

Something Useful.

Not Too Expensive.

Good for Any Member of the Family.

All Wrapped Up in a Christmas Gift-Box.

YOU are looking for this kind of merchandise:

Something with a Big Potential Market.

Easy to Handle.

Thoroughly Advertised.

Carrying Its Own Display.

This package is the answer to both problems. Open up this folder and read about the advertising back of it.

Special Note—The Christmas wrappers on the flashlight cartons in this assortment can be easily removed. Merely slit the wrapper and the standard Eveready box is ready to put back into regular stock.

The inside of this folder shows several of the Eveready flashlight advertisements, as they are scheduled to appear in consumer mediums.

The second enclosure in this mailing piece is largely an emphatic repetition of the message contained in the larger folder, concerning itself with an announcement of the Eveready Christmas Package. Here, again, we have an example of a company thoroughly awake to the possibility of selling the dealer on the idea of a holiday garb for what he might be inclined to consider stock merchandise.

Henry Disston and Sons, well-known makers of saws, want their dealers to know that the holiday season has something good in store for all hardware folk who will give heed to their Christmas proposition. Their mailing piece has two enclosures—a four-page letter, in color, and an illustrated postcard for orders.

Here is the letter:

Gentlemen:

Will you take advantage of the opportunity for extra profit on American Boy Saws this Christmas?

It will not be hard to do.

Every boy wants a saw—and the boy who wants a thing never fails to let his wants be known.

Put American Boy Saws out where people can see them—where they will be reminded of the boy they know who wants one—and watch your sales grow.

Display the American Boy Saw attractively, where people cannot fail to see it, and it will sell itself.

This is true all the year 'round, but

especially at the Christmas season. And Christmas will soon be here!

Henry Disston and Sons, Inc.

P.S.—You may want to get the whole story about the saw itself. It's inside.

When the dealer opens the folder, two illustrations greet his eye. One, occupying the entire centre of the double spread, shows the product in its container, the whole surrounded by a holly wreath and in the lower corner one sees Dad with the Boy looking over an American Boy Saw at the counter of a hardware store.

The copy starts off—"Especially at Christmas"—explaining why this is a good item to stock and to push for the holiday trade. There is also a complete description of the saw in the upper corner. On the back is a specimen advertisement.

The Sunbeam Electric Sad Iron is a widely advertised product, which is being presented to the retailer as an item of merit for holiday sales. The mailing-piece announcement has three parts—a letter, a folder and a postcard.

The letter brings a message to the dealer in striking red print:

#### IT'S A HIT

The Sunbeam is selling fast everywhere in this wonderful Christmas package.

Get MORE than your share of Christmas trade.

Show them. Use all the special sales aids we give FREE.

Sunbeams were a hit last Christmas. They're a knock-out now.

Order early—sell more.

Don't risk last-minute delays and disappointments.

Don't wait.

Chicago Flexible Shaft Company  
35 Years Making Quality Products

Then the folder, which pictures the Sunbeam Iron and its Christmas package.

This Plan Will Sell More Irons for You, Too.

Ten days after our first announcement, the Sunbeam in this wonderful special package has become a Christmas gift sensation. Jobbers and dealers everywhere are sending in their orders. Get all the advantages of this full plan, designed to help you draw extra holiday trade, and make more money.

This window display and the package mean extra profit for you.

ORDER TODAY—Get All These Sales Aids:

Seventy-two beautiful full-color cards for mailing selected list of your prospects.

Nov. 26, 1925

PRINTERS' INK

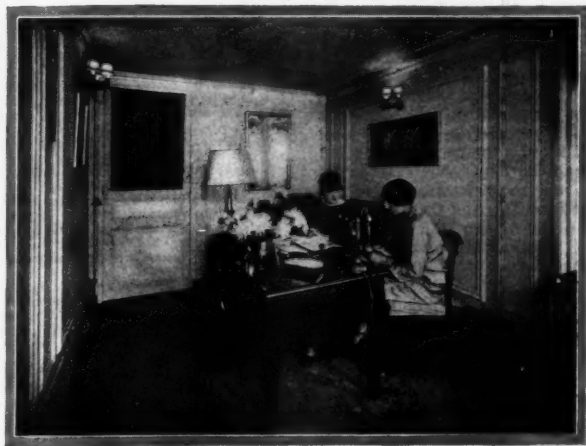
35

# THE NEWS OF HARPER'S BAZAR

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 NOVEMBER 26th, 1925
 

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## MARJORIE HOWARD

OUR OWN Paris correspondent  
and prophet in the Paris Office of  
HARPER'S BAZAR at 2, rue de la Paix

DICTATES  
THE COMING MODE

# Harper's Bazar

3/- IN LONDON

50c

10fr IN PARIS

"A CLASS MAGAZINE IN A CLASS BY ITSELF"

Window strips, 9 by 25 inches, holiday colors.

Window cards, 10½ by 15 inches, four colors.

Book of Cookery and Household Hints in each package.

Newspaper ads of the wonderful package, if you request them.

All furnished with each order for six Sunbeam Irons, or six combination of Irons and Sunbeam Toaster and Table Stoves.

Act NOW—show these goods EARLIER—sell MORE.

The reverse features one of the company's full-page advertisements, in color, in a national publication.

The postcard, as anticipated, is an order form for convenient use of the dealer, with blank space for name or preferred jobber through whom shipment is to be made. Here, again, we have a complete tie-up from impetus-announcement through the Christmas sales argument, and on to the logical finish—the order blank and on an item not delivered solely for holiday sales.

Still another manufacturer of a household equipment line to grasp a similar opportunity for appealing to dealers on the holiday sales angle is the firm of Landers, Frary and Clark. They recently issued a direct-mail folder across the mailing face of which was the inscription in red and green Old English characters: "Universal Christmas Chimes from the Cash Register," a clever caption in itself, since their brand name is "Universal."

The entire inside spread opens up to a good-size broadside carrying the heading in bold type: "Pile Up Christmas Profits!"

The illustrations done in green ink feature cuts of their own national advertising in well-known magazines and specimens of dealer cuts in mat or electro form and the copy points out the value of local advertising co-operation at this time by the dealer.

Naturally, radio is not omitted from special direct-mail Christmas appeal. Of a somewhat different nature than the foregoing examples, the Stewart-Warner Speedometer Corporation has planned definite sales assistance for its retail radio representatives throughout the country. In a recent letter to this trade, sent

out from its Radio Retailer Service Division, radio dealers are offered a special direct-mail service for promoting Christmas sales.

As will be noted from that portion of their letter which follows directly, this direct-mail offering is issued in conjunction with a mailing-piece campaign about which the dealer is already informed:

In anticipation of a big Christmas business, we have prepared as an additional piece to follow up the fourth mailing of the present campaign, a beautiful Christmas folder in holiday colors, which illustrates all of the Stewart-Warner Matched-Unit Radio models. Every prospect on your mailing list should be sent one of these folders and they should be given away over your counter. They will make added sales for you.

On the back of each Christmas folder is illustrated the greeting card that we will send you to give away with each radio you sell and beneath this illustration is left a blank space where you can have your name and address imprinted or rubber stamped to give it a more personal touch.

With this letter we are enclosing a stamped return card. All you have to do is to indicate how many Christmas folders you want on it. If you have not already ordered the campaign that precedes this Christmas folder, fill in the card with the quantity that you will need.

We know from experience that this campaign will bring results for retailers who use it. We are preparing it at big expense. But we will not send any of the campaign to representatives who do not request it. So if you want it, please fill in the card and mail it back today. After this literature is off the press we won't have time to reprint new quantities before Christmas. This naturally means that orders will be filled in the rotation in which they are received.

In this letter, the dealer is made to feel the sales-building force connected with this direct-mail offering and it is to be observed that through the use of the return card requesting the material, the company can be fairly well assured that it will be used.

### Advanced by Phelps Publishing Company

At the recent annual meeting of the shareholders of the Phelps Publishing Company, Springfield, Mass., Warren A. Priest, advertising manager of *New England Homestead*, was elected a director, and G. C. Sevey, editor of *New England Homestead*, was elected to the vice-presidency.

Alfred W. Thorn, superintendent of printing, also was elected a director of the company.



# Are You With Us ?



SINCE TRUE STORY has shattered so many precedents—let's shatter a few more !

Let us no longer talk of "buying power"—but only of "buying desire." The wealth of the world is every year becoming more and more equally distributed, so that the word "buying power" must be changed to "buying desire." Ask us about TRUE STORY'S standing in group two and three.

Let us hear the last of "reader interest." These words never really meant anything. Unless a person is interested in a magazine, he never would buy it. Let us suggest "reader participation," and use TRUE STORY as an example, because the readers of this magazine actually share in and shape its editorial policy.

Let's throw out the word "duplication" and in its place speak of "over-lapping" circulation. The advertiser's dollar shows diminishing returns when one circulation over-laps

another. Instead of progressing in his advertising policy, he finds himself on a merry-go-round and not on a limited train. TRUE STORY reaches an original market!

We make these suggestions in all sincerity, as a contribution to the progress of advertising as a science.

And when we speak of TRUE STORY as "The Necessary Two Million+", we do so because TRUE STORY shows buying desire among readers who participate in the shaping of its policy—and the market is original.

# True Story

*"The Necessary Two Million +"*

**"GREATEST COVERAGE—LOWEST COST"**

# Expecting a

Ever waited anxiously, glancing out of the window, impatient for the coming of the letter-carrier to find out whether you got the job or the girl or the pardon or whatever it might be?

Then you know how vitally important to us all the letter-carrier is—what a great role he plays in this modern world of business and pleasure.

Would it surprise you to learn that in Baltimore he is only half as important as the Sun carrier?

There are 589 regular letter-carriers in Baltimore—but there are almost twice that many Sun carriers, delivering the Sunpapers to homes scat-

# g a letter?

tered through Baltimore's 97 square miles.

Which simply means that Baltimoreans give a great deal more attention to their Sunpapers than to their mail. Which, again, explains all the letters that the advertiser receives when he uses space in the Sunpapers.

Average Net Paid Circulation for 6 Months  
Ending September 30, 1925

Daily (M & E) 239,198  
Sunday - - - 183,814

*Everything in Baltimore Revolves Around*

**THE**  
MORNING

  
EVENING

**SUN**  
SUNDAY

JOHN B. WOODWARD  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

GUY S. OSBORN  
360 N. Michigan Ave.  
Chicago

**BALTIMOREANS DON'T SAY "NEWSPAPER"**  
**—THEY SAY "SUNPAPER"**

# 200% gained

*in Oklahoma farm radios!*

**Yet** the Oklahoma farm market still offers greater sales opportunities than the U.S. farm market.

UNITED STATES

91%  
FARM  
MARKET  
WAIT-  
ING  
FOR  
RADIOS

OKLAHOMA

94%  
FARM  
MARKET  
WAIT-  
ING  
FOR  
RADIOS

The startling gain of radio sales in the Oklahoma farm market shown above is quoted from a recent U. S. Department of Agriculture survey. Farm radio sales records are being broken daily. And they will be broken again and again — for the Oklahoma farm market is only 5.3 per cent sold, while the United States' farm market is 8.5 per cent sold.

Radio advertising in The Oklahoma Farmer-Stockman has shown a very consistent increase, which means that manufacturers seeking ways to get the most benefit from their advertising have found it profitable to use The Oklahoma Farmer-Stockman, Oklahoma's only farm paper.

Oklahoma is first and foremost a rich farm market (73 $\frac{4}{10}$ % rural)

*Carl Williams*  
Editor

**The OKLAHOMA  
FARMER-STOCKMAN**  
*Oklahoma City*

*Ralph Miller*  
Adv. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Detroit Kansas City Atlanta San Francisco

# Something More about Agency Scope

The Services Rendered Small Advertisers Would Be Unavailable by Any Other Means

By R. A. Ferguson

Sales Manager, The Kaynee Company

AN article bearing the title "Where Does Advertising Stop—Selling Begin?" appeared in the November issue of *PRINTERS' INK MONTHLY* and no doubt caused many advertising men to stop, look and reason.\*

To be able to answer this question, it is necessary to draw a sharp line of distinction between advertising and selling. Knowing very well what selling is, and feeling that this thing called advertising may be more ethereal and intangible, let us turn to Webster's Dictionary for a definition of "to advertise." We are told that it is to announce or proclaim publicly, especially by printed notice. When translated into the vernacular, it simply means to proclaim publicly in written form that we have something to sell and give the reasons why the consumer should buy.

When a salesman packs his samples and sets out to call on the distributors of the product he is selling, he is proclaiming that he has something to sell and in his presentation he gives the reasons why it should be purchased. The only difference is that the written notice is directed to the many to move them toward the point and product that the salesman in his oral publicity seeks to set up. Both aim to accomplish but one end—that of selling more of the product offered. It matters not that one be clothed in type and illustrations and the other in human form.

They are one—the same funda-

mental idea and product are back of both. Developing this line of reasoning, it follows that anything that is done to make the written announcement more effective and successful, is just as much selling as the thorough and painstaking education of a salesman before he starts out to sell his product.

My illustrious contemporary says that copy is the thing. Certainly it is. We all will subscribe to that as readily as we will agree that it would be foolhardy to send out a salesman who had a serious impediment in his speech, or was extremely ungrammatical. But, isn't it just as important to lay out a definite market for the copy to reach as it is to direct the activities of a sales force? We wouldn't think of sending a salesman to Greenland to sell electric fans, so why should we cast adrift copy on uncharted seas, later to wonder why it didn't produce?

## AGENCY SERVICES ARE NEEDED

The various services of an advertising agency should not be deprecated. It is probably true that they are of little value to an executive of one of the largest national advertisers, who, surrounded as he undoubtedly is by an able corps of assistants, has market data and sales figures brought to him by merely pushing a button. But when one considers that five years ago only 9 per cent of the manufacturers of this country had cost-finding systems and took trial balances, it seems that help of an intelligent nature would not be amiss. Many who will be large advertisers in 1950, are today comparatively small and unknown concerns, ambitious to gain recognition and yet unable to ferret out valuable market information that

\*Another reply to this article is scheduled to appear in the December issue of *PRINTERS' INK MONTHLY*. It is written by Frank E. Fehlman, vice-president of the Dorland Agency, Inc. The title will be "Try to Unscramble Advertising and Selling, Mr. Deute."

is of tremendous importance to them in the directing of their endeavors. And who is to say that a staff maintained by an agency for the benefit of not one but many of its clients, does not offer the only feasible opportunity for an ambitious concern embarking upon the sea of advertising? It is certainly good business and more economical for one staff, supported as it is by the commissions from a number of clients, to disseminate this help than for each client to get it himself or go without.

Let us consider the position of the agency. Most of the agencies of good standing are vitally interested in the success of the advertising of their clients and it is not presumptuous to believe that they develop these various bureaus of facts to insure the success of the advertising they direct, rather than indulge the whims of their clients.

Twenty-five years ago an advertising man was one who wrote "clever" advertisements and who was able to wrap an atmosphere of complexity around his work, and he was thought to be gifted with some uncommon ability. Today advertising men deal with facts and figures rather than fancies, and it is this understanding of the purposes and machinations of advertising that makes it the powerful influence that it is, and the promulgation of the breadth of its scope will assure its future in this bigger, better selling that is before us.

#### Bus Account for Philadelphia Agency

The Red Star Line, Inc., Washington, D. C., interstate bus operator, has appointed the Bertram May Advertising Agency, Philadelphia, to direct its advertising account. Newspapers will be used for this account at Washington, Baltimore, Wilmington, and Philadelphia.

#### R. A. Gibney with Frank Presbrey

Robert A. Gibney, recently with the New York office of The Chambers Agency, Inc., has joined the Frank Presbrey Company, advertising agency, New York, as an account executive. He was formerly with Mears Advertising, Inc., also of New York.

#### National Carbon Company Advances Paul P. Huffard

Paul P. Huffard, assistant general manager of the National Carbon Company, New York, maker of Eveready flashlights and radio batteries, has been elected vice-president and general manager. His advancement places him in charge of the activities of the National Carbon Company and its associated companies, which include the National Carbon Company of San Francisco, and the Canadian National Carbon Company, Limited, Toronto. He has been associated with the company for the last twenty years.

#### W. A. Hurd with The Littlehale Agency

W. A. Hurd, recently advertising manager of F. A. D. Andrea, Inc., New York, maker of Fada radio sets, has joined the account executive staff of The Littlehale Advertising Agency, of that city. He formerly was assistant appliance manager in the merchandising division of the Western Electric Company.

#### Montreal Account for Winsten & Sullivan

The B. J. Coghlin Company Ltd., Montreal, manufacturer of automobile bumpers, springs and railway supplies, has appointed the Montreal office of Winsten & Sullivan, Inc., advertising agency, to direct a campaign which calls for the use of newspapers and business publications.

#### Roger L. Wensley, President, G. M. Basford Company

Roger L. Wensley has been elected president of the G. M. Basford Company, New York advertising agency, succeeding the late G. M. Basford. Mr. Wensley has been associated with this agency for eight years, the last three of which he served as vice-president.

#### Chambers Range Account to Erwin, Wasey

The Chambers Manufacturing Company, Shelbyville, Ind., maker of fireless gas ranges, has appointed the New York office of Erwin, Wasey & Company, advertising agency, to direct its advertising. This appointment is effective January 1, 1926.

#### Lacquer Account for George Batten

The Jones Dabney Varnish Company, Louisville, Ky., manufacturer of Twenty Minute lacquer, has appointed the George Batten Company, Inc., to direct its advertising account. This account will be handled through the Chicago office of the Batten agency.

## Trimming the Pie Crust

DO you remember, as a boy, watching your mother make pie?

Can't you see her now, after putting on the top layer of crust, holding the pie in her left hand while, with a knife, she trims off the over-hanging dough?

The rim of that pie tin is left clean and slick. There was just enough crust to COVER that pie—AND NO WASTE.

That's the way the Evening American covers Chicago and suburbs—WITH NO WASTE. Why? Because 87.7% of the Evening American's great circulation is CONCENTRATED within Chicago and its 40-mile radius.

If you seek the Chicago market, remember the pie. The Evening American is like the upper crust—it covers this market.

You cannot make sales in Chicago by waste circulation—dribblets hanging over the rim of the Chicago trading area.

# CHICAGO AMERICAN

*A good newspaper*

*[Largest circulation of any Chicago evening paper and the third largest evening paper circulation in America]*

## Should Extra Colors in Labels Be Charged to Advertising?

GEORGE J. KIRKGASSER & Co.  
CHICAGO, Nov. 14, 1925.

Editor of PRINTERS' INK:

There has been an argument in the organization of one of our clients concerning packages. The comptroller has indicated that the cost of all labels of more than one color be charged to advertising. Also, in addition to charging display cartons to advertising, the cost of filling these containers with the products is also charged to advertising.

Can you tell me what is the general practice in regard to charging up the display boxes and the packaging of goods other than in the plain shipping containers?

GEORGE J. KIRKGASSER & Co.  
GEORGE J. KIRKGASSER,  
President.

**WE** believe that the best accounting practice today would not sustain this comptroller's action. The rule followed in most organizations is to charge the packages and the labor of packaging to production. We do not say that this practice is universally observed, but anyway it is the custom followed by most advertisers who have an up-to-date accounting system.

There was a time not so many years ago when manufacturers usually charged to advertising any special adornments in the nature of advertising that may have been put on the package. Nowadays, however, all packages must have as much sales value as it is possible to give them or the products they contain will be hopelessly handicapped in competition with goods that are properly packaged.

It is now recognized that merchandise must be turned out of factories in salable shape. For instance, manufacturers of machinery paint their products in some standard color scheme. Very likely the color scheme adds nothing to the value of the machinery. Just the same the manufacturers know that if they shipped their machines unpainted the machines would be to an extent unsalable. To charge the painting of those machines to advertising would be obviously absurd. Charging an extra color on the label or on the

package to advertising would be just as absurd.

All questions similar to that sent in by Mr. Kirkgasser could be answered easily by remembering the accounting rule that any expenses incurred in the making of the product and in preparing it for market should be charged to production provided the expenses are incurred before the product reaches the F. O. B. point in its route to the market. Any expenses incurred after the F. O. B. point except possibly repairs to damaged products, belong to selling or advertising.—[Ed. PRINTERS' INK.]

## Delaware County Advertises Its Own Value

The Real Estate Board of Delaware County, adjoining Philadelphia, has started an advertising campaign to show the people of that city that plenty of money can be made by buying property within commuting distance, without going far from home. The board raised a fund of \$25,000 for a campaign in the newspapers of Philadelphia to last six weeks. Many instances are quoted in the advertisements of profits that have been made and the advantages of Delaware County as a suburb of Philadelphia are told. The copy often asks the question, "Why Go to Florida?"

## H. S. Bishop Advanced by Lord & Thomas

H. S. Bishop, account executive at the Los Angeles office of Lord & Thomas, for the last two years, has been promoted to a position on the staff of the Chicago office, where he will continue as an account executive.

## Has Beacon Radio Account

The Beacon Radio Manufacturing Company, Brooklyn, N. Y., maker of the Trinity Six radio receiver, has appointed the Arthur Rosenberg Company, New York advertising agency, to direct its advertising account. Newspapers and business papers will be used.

## Pittsburgh Office for Devine-MacQuoid

The Devine-MacQuoid Company, publishers' representative, New York, has opened an office at Pittsburgh. E. J. Hayes is in charge.

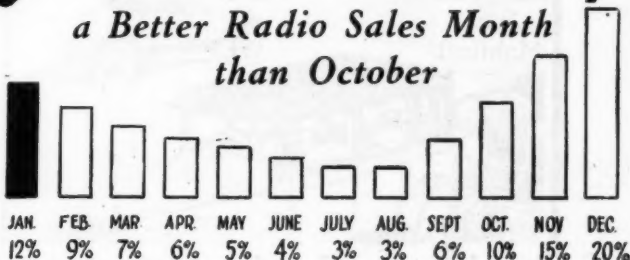
## Hayes Wheel Earnings Gain

Net earnings of the Hayes Wheel Company, Jackson, Mich., for the first ten months of 1925 were \$1,683,563, before taxes, compared with \$638,926 in the same period last year.



# January

*a Better Radio Sales Month  
than October*



Look at this chart—it shows how sales by radio retailers are split up among the twelve months of the year. People once thought that after Christmas radio sales dropped off like a plummet. Actually, however, sales by radio retailers hold up remarkably well after the holidays.

January is a better month than October. Christmas gift money has to be spent and clear, cold weather brings superlative radio reception. February and March show greater sales than September. Even April, the beginning of Spring, holds its own with September.

If you sell to radio jobbers and dealers you will want to employ even greater sales effort in January, 1926, than you did last October.

You will want to reach your whole market, of course—every reputable radio retailer and wholesaler. You will want to reach them through the medium

in which they show the greatest interest, too.

To achieve these two ends you will want to use the January, 1926, issue of *Radio Retailing*

—because *Radio Retailing* reaches every known radio dealer, jobber and manufacturer and so has the largest total circulation of any radio trade publication, 35,000 copies—that means coverage—and

—because *Radio Retailing* also has the largest paid circulation of any radio trade publication—over 12,000 paid subscribers—and that means reader-interest.

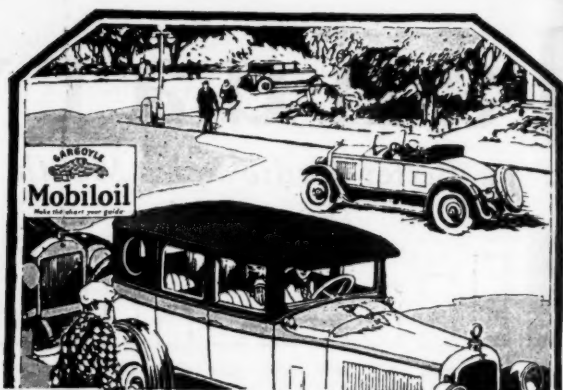
The radio manufacturer who gets home his sales message to the radio industry in the January issue of *Radio Retailing* and continues his publicity in each issue throughout the year is making the best possible investment—such is the experience of successful companies like Allen-Bradley, Apco, Benjamin Electric, Brandes, and so on down the alphabet.

## RADIO RETAILING

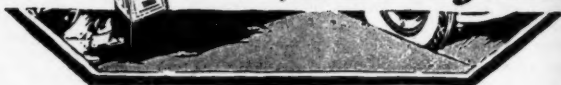
The Business Magazine of the Radio Industry

Tenth Avenue at 36th Street, New York

a McGraw-Hill Publication



--following a sales increase of 39.9% in the District in 1924, Mobiloil again boosted



—with the regular newspaper advertising campaign entrusted exclusively to The Globe-Democrat

**T**HREE years ago, when the manufacturers of Mobiloil opened their St. Louis office, they selected The Globe-Democrat to assist in increasing their sales outlets and in showing the motoring public that Gargoyle Mobiloil can be obtained at reliable filling stations and garages.

This one paper *exclusively* has carried the regular newspaper campaign\* of Mobiloil.

Now see what a big job this Globe-Democrat advertising has helped to accomplish:

In the very words of the manufacturers . . . . "the sales of Mobiloil in these past three years have been exceptionally good."

As, for instance:

During 1924 there were 1,095 new retail outlets opened up in The 49th State . . . . sales increased 39.9 per cent.

This year, up to October 1, 715 new retail outlets have been added . . . . sales have increased 19.7 per cent.

St. Louis **Globe-Democrat**  
St. Louis'

F. St. J. Richards - - - New York  
Guy S. Osborn - - - - - Chicago  
J. R. Scolaro - - - - - Detroit

In ot  
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costpaig  
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## The St. Louis Sales in 1925

In other words, Mobiloil has gained on an average 3 new dealers a day for the last 21 months.

It's another proud sales record for The 49th State—the St. Louis market—The Globe-Democrat market.

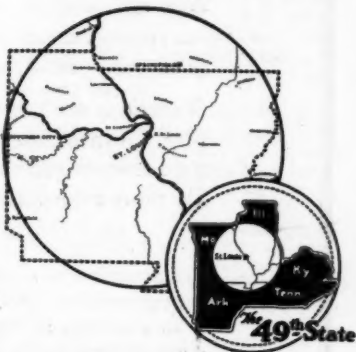
You see, the St. Louis territory of Mobiloil almost exactly coincides with this great area served by *St. Louis' Largest Daily*.

It is only natural, then, that advertising to sell Mobiloil in this market is placed exclusively in the newspaper which serves this area as no other paper even claims to do.

Among retailers, as well as among individual buyers of oil, cars, tires or what not, Globe-Democrat influence makes advertising dollars pay.

Our Service and Promotion Department and our Research Division are rendering valuable assistance to manufacturers and sales organizations, pointing the way to successful sales and advertising in The 49th State.

Showing how closely the St. Louis territory of the Vacuum Oil Company parallels The 49th State—the natural St. Louis market.



The Newspaper of The 49th State reaches more car owners in The 49th State and more in metropolitan St. Louis than does any other St. Louis daily.

It is the car owner's guide in this market where today there are 724,336 automobiles.

Registrations increased 27% during the fourteen months ending January 1, 1925.

There is a car for every 1 1/4 families.

\*On the occasion of the completion of The Round-the-World Flight, a special page advertisement of Mobiloil was published in another St. Louis newspaper in addition to The Globe-Democrat.

That page has been the only Mobiloil advertisement to appear in any St. Louis paper besides The Globe-Democrat during the last three years.

# Globe-Democrat

Largest Daily

C. Geo. Krogness - San Francisco  
Dorland Agency, Ltd. - - London

## *Si Perkins' Wife Bakes Her Own Beans*

She makes soup too, and her creamy mayonnaise is ever a delight to Si.

Mrs. Gotham, on the other hand, does not cook so much. Her beans, her soups and her mayonnaise comes in cans and jars—from the corner grocer.

Si's wife is the more thrifty soul, but Mrs. Gotham makes the packaged food manufacturer's cash register tinkle more frequently.

\* \* \*

Cosmopolitan is a Primary Medium for the cultivation of Mrs. Gotham, for 89.9% of its circulation is concentrated in the places where she lives—in the 663 key trading centers and the 2124 immediately adjacent urban communities.

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*Ask any Cosmopolitan salesman  
for details concerning the trading center principle  
of marketing*

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*Hearst's International*  
*Combined with*  
**COSMOPOLITAN**

*Fight Tuberculosis—Buy Christmas Seals*

# Yes—Loading the Dealer Needs Defense

The Principal Objection Is That It Is Too Expensive a Selling Method

By R. J. Dube

FRANK WALLACH is my corner grocer. He opened his store about four years ago in a section of the Bronx which was just then being built up. He realized, before the chains did, the future possibilities of the neighborhood. That testifies to his progressiveness. Although three different chains now have grocery stores within two blocks of him, Wallach is doing a larger business than ever. He knows the merchandising value of advertised brands—in fact, he has built his business on advertised products.

I think this little character sketch is sufficient to convince most sales executives that Frank Wallach is entitled to an opinion on merchandising questions. In any event, from what I knew of his business acumen, I was certain that Wallach would have some interesting things to say concerning the article: "Does Loading the Dealer Need Any Defense?" which appeared in the November 19 issue of *PRINTERS' INK*. I asked him to read it and this is what he had to say:

"Yes—loading the dealer needs defense. It needs defense from two angles—one is the ethics of the proposition; the other, the economic value of the plan. The author of the article takes care of the first part when he says that loading the dealer does not require any defense if the manufacturer stands ready to offer real resale help. My principal objection is that the plan is an expensive selling scheme.

"In the first place, retailers have been taught by manufacturers to watch their turnover. They have been made to see that it is not the amount of merchandise they sell that counts. The number of turns each year, and the rate of profit with which each turn is made, are

the important things to watch. Manufacturers have told us, in this connection, that profitable turns hinge on sound buying and sound selling. Sound buying, the manufacturers have insisted, means purchasing in minimum quantities. I don't think that when manufacturers started to preach this policy they realized just where it would lead. If they knew it was going to result in the hand-to-mouth buying which is common today, I doubt that they would ever have pushed the idea.

"Now don't you see that any salesman who comes around and tries to sell us carload lots of merchandise which we have been buying in gross lots is going to have a mighty difficult time? He'd be laughed out of here in jig-time. He might have a chance to sell me a gross or two—but once he starts to talk in carload lots, why I lose all faith in him and in his company.

"There you have objection number one—the salesman is up against a habit—the hand-to-mouth buying habit—which seems to be about as firmly rooted as any retail merchandising policy of which I know.

"Objection number two is that even though a manufacturer's salesman does succeed in getting a number of retailers to buy a carload of crackers and cookies—which is one of the incidents related in the previous article—I doubt whether the manufacturer or the retailers profit much by it. After getting an order of this sort, the manufacturer referred to sent eight to eighteen demonstrators and special salesmen to the town where the carload of crackers and cookies had been shipped. I should think that those demonstrators and special salesmen just about ate up all the manufacturer's profit on that carload. The manufacturer

must depend for his profit on future sales.

"Now, who sold that carload of crackers and cookies? The retailers? Not by a long shot. The manufacturer's demonstrators and special salesmen did all, or most of the selling. These carload sales were held on Saturday and you know that on Saturday a retail grocer hasn't much time to sell—he's too busy filling orders. In fact, he hasn't time even to notice what the manufacturer's representatives are doing. Consequently, when the carload sale is over, he knows little more concerning methods of pushing the sale of this merchandise than he did before the special event was conducted.

"Furthermore, after the special sale is completed, the grocer's sales on that item are bound to fall off. It will be some time—several days or weeks—before they pick up. If he tries to push the sale of crackers and cookies immediately after the special sale, he will find that his efforts will not meet with any great success. It won't be long before he goes back to his old method of selling the line. Don't forget the amount of selling effort he can profitably put back of crackers is extremely limited. On the other hand, if he doesn't adopt intensive selling plans for the line until several weeks after the special sale, he will probably have lost all his enthusiasm and have forgotten what little he learned regarding pushing the line. So either way, the manufacturer loses.

"Finally, it is entirely likely that the manufacturer's special salesmen have oversold a certain number of consumers. That is a bad thing to do. An oversold consumer is a distinct source of ill-will and ill-will means smaller profits for the retailer.

"The leading concerns in the bakery field, especially the National Biscuit Company, are distinctly opposed to loading the dealer. National Biscuit salesmen are instructed to keep their dealer's orders down to a safe-and-sane margin. Several times the National Biscuit salesman who calls on me has warned me that I was

ordering too much at the time.

"I next visited Roy Helter, who runs a drug store in the Yorkville section of Manhattan. Mr. Helter has a very nice candy business. I asked him what he thought of the policy of the Milwaukee candy manufacturer referred to in the previous article. This manufacturer believes in loading the dealer. He also believes in doing everything possible to induce dealers to confine their purchases to his brand of candy.

#### HE WON'T CONFINE HIS LINE

"I wouldn't consider confining my candy line to a single brand," he told me. "There are several reasons why I say that. The most important is that I believe in giving my customers what they want and there isn't a packaged candy that has universal demand or acceptance. Some of my customers want Huyler's; others want Whitman's; still others want Nunnally's, and so on. Of course, I don't carry them all. But I have made a careful check of the brands which are called for most frequently in my store and those are the ones I stock. I carry five different brands. Those five cover about 80 per cent of the calls I get for candy by brand names. The other 20 per cent I have to wean away from their favorites and it isn't an easy job. All five brands have consumer acceptance so when someone comes in and simply asks for a box of candy I can hand out any one of them and the buyer takes it without the need of much selling talk on my part.

"Now suppose I confined my purchases to one line. Perhaps 25 per cent of my customers would demand that line. What would I do with the other 75 per cent? It would be as difficult to sell most of them the one line, even though it were advertised, as it would be to sell them a private brand—and that's some job. By carrying five lines, my selling job is made easier and I keep a lot of customers whom I would otherwise lose.

"None of these five candy producers has a chance to load me up. I imagine that if I were stuck

# Evidence That Detroit Is a One Paper City

*November 8, a Typical Sunday Issue,  
Shows These Exclusive Advertisers in*

## The Detroit News

English Mills .....	International Truck.	Baker Shildin .....
Empire Silk .....	Furnace Engineering	Keppner & Co.....
Heyn's .....	Brushaber .....	J. & T. Hurley Coal
McBryde .....	Det. Light. Fixt....	Strand Lumber ....
Rollins .....	Det. Mantel & Tile.	J. H. Garlick.....
Kline's .....	Norbro .....	Klett & Cain.....
Bush & Lane.....	Vogue .....	R. J. Sullivan.....
Fyfe .....	Det. Furniture .....	Detroit Research Lab.
Bedell .....	Alexander .....	Business Institute..
Babette Shop .....	Gregory, Mayer.....	National Upholstering
Detroit Lamp .....	Sweet 16 .....	Reliable Furniture..
Majestic Silk .....	Baker Shoe .....	Investors Land ....
Ettlinger .....	Royal Silk .....	Baker Simonds ....
Rayl .....	Motorbus Show.....	Hintz & Co.....
Brownie Drug .....	Gray .....	Hornblower & Weeks
Annis Furs .....	Dodge .....	Balkite .....
Judson Bradway....	Lincoln .....	Yahr & Lange.....
Stormfeltz-Loveley..	Ford .....	C. B. Kennedy.....
Julia M. Barker....	Classmobile .....	Brandes .....
Dolsen, Scratch, Hidy	Hudson .....	Stenite .....
Will St. John.....	Rextop .....	Day Fan .....
R. C. Molley.....	Oldsmobile .....	Cunningham .....
E. E. Johns.....	Atwater-Kent .....	Sool .....
Shannon MacKinnon	Clemens Sales .....	Peoples Outfitting
Harry Giddings.....	Enco Auto Paint...	Co. ....
Greater Woodward..	J. G. Meth .....	Colonial Fura. Co...
Drennan & Selden..	Simoniz .....	Willard Battery ...
A. J. Youmans.....	International Harv..	Henderson .....
Walker Bros.....	Gotfredson .....	Stromberg Calson...
Houseman-Spitzley..	Stenger Bumper ...	Stewart-Warner ....
Clearstone Tube ....	Binder Gould .....	Weil .....
Schwenke .....	Campbell Auto Trim	Thordarson .....
Amsco .....	Serlin & Co.....	Kurz Kasch .....
Pfanstiehl .....	Republic Radio .....	Kodel Homcharger..
Liberty Transformer	Falls Tire Co.....	Henry Svenagaard..
T. B. Rayl.....	Norton Electric .....	Sievert's Hardware..
National Radio .....	Williams & Hastings	Ross Radio .....
Bush & Lane.....	A. C. Dayton.....	Electric Battery Serv.
Linwood Radio .....	Chas. Freshman ....	Holland Furnace ...
Keystone .....	Rango Belt .....	Swan Pens .....
Caron Perfume .....	W. B. Doublette....	Highland Heather ..
Northern Tissue ....	Fiberloid .....	O'Coats .....
Princess Pat .....	Kahn & Schneider..	Pond's .....
	Amer. Upholstering.	

These exclusive advertisers helped to give The News a lead of 53,000 lines over the second paper on November 8. A similar lead and a similar group of exclusive advertisers has been recorded every Sunday during the last two months.

## The Detroit News

with an unusually large amount of candy I would be able to dispose of it in time, but that isn't the way I want to build my business. I don't propose to shoot any department way ahead at the expense of my other departments. I'm planning for a slow but steady growth of all my departments. I'm not going to sell an exceptionally large amount of candy one week, as a result of a forced sale, and then have my candy business drop back the next week. That's not a sound way to build business. Keep going ahead in a steady way and you'll have a good business. Jump around like a wild man and you're likely to jump clean into the sheriff's hands.

"The general sales manager of an automatic pencil manufacturer is quoted as saying: 'I believe firmly in putting the dealer in the hole and then throwing him a rope. . . . The more complete a dealer's stock the bigger sales effort he will make. . . .'

LOOKING AT THE MATTER FROM  
ANOTHER ANGLE

"I wonder how that general sales manager would like it, if the sources from which his company bought its raw material tried similar selling tactics. Suppose, for example, that the concern from which the company buys its metal for use in making the automatic pencil, tried to load the pencil manufacturer with metal beyond ordinary requirements. Suppose the metal concern said, in effect: 'Now we are going to load you up with metal. The more metal you have on hand, the more pencils you will have to make in order to prevent your money from being tied up in raw material. The more pencils you make, the more you'll have to sell if you don't want your inventory to eat up your profits. Of course, we will offer you every assistance that we can possibly render.' You know how far they would get with a proposition of that kind.

"I keep a stock of mechanical pencils. Do you think the manufacturer who makes them knows my selling ability as well as the

extent of my market? His salesman has seen me about four times, each time for fifteen minutes or so. He has never remained in my store long enough to size up the kind of people that go to make up my trade. He doesn't know whether the population of this neighborhood is foreign or distinctly American; poor or wealthy, their occupations, etc. I'm sure it would astonish him to learn that 70 per cent of my customers are German born or of German descent and that very few of them have sufficient occasion to write to warrant the purchase of a mechanical pencil. I've owned this store for twenty-odd years and I have a lot to learn about the peculiarities of my customers. How is any salesman going to learn in an hour or two what it has taken me over twenty years to absorb?

"Just one thing more. Exclusive of drugs, I carry over 1,000 different items. Suppose that the makers of 10 per cent of these items succeeded in loading me with their merchandise. That would mean 100 items on which I would be overstocked, carrying anywhere from two to three times as much of each as I should. If you know anything about profits in the retail drug store business today, you know that, with a top-heavy stock of that kind, it wouldn't be long before I'd go into bankruptcy."

I had also left a copy of the article in question with Dave Modkins, owner of the Kingsbridge Hardware Store, a former mechanic who, somehow, managed to pick up the rudiments of retailing and has succeeded so well that two other hardware stores which attempted to set up in the neighborhood failed within a short time. "Do you think that loading the dealer needs any defense?" I asked Dave.

He ignored my question. Or perhaps he didn't hear me correctly. In any event, he replied: "Load me? Try and do it."

Which would seem to indicate that loading the dealer requires, not only defense, but a mighty strong attack.



# A Ten-Strike in the Coal Strike!

ON November 8th, the Modern Oil Burner Company, mindful of many empty bins, advertised their appliance in *THE WORLD*.

Under date of November 12th, after a four-day pull, Mr. Charles A. Posé, General Manager, writes:

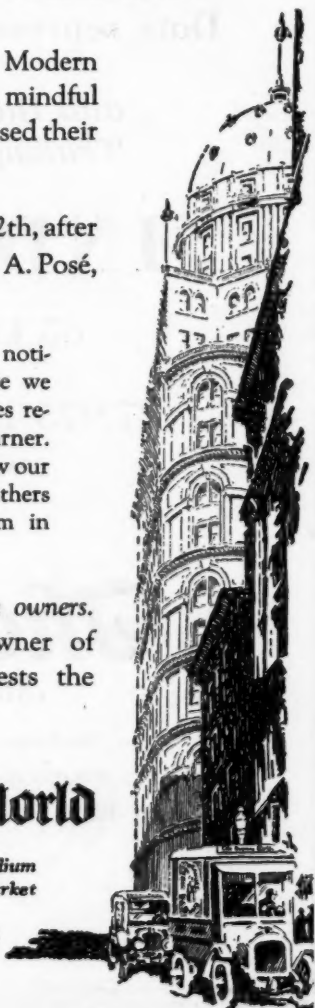
"We take great pleasure in notifying you that up to date we have received 175 inquiries regarding the Modern Oil Burner. This letter is simply to show our appreciation and to assist others in choosing your medium in which to advertise.

Oil burners indicate *home owners*. Whatever interests the owner of his own home also interests the readers of

**The  World**

*The Three-Cent Quality Medium  
of America's Greatest Market*

PULITZER BUILDING, NEW YORK  
TRIBUNE TOWER, CHICAGO





**Dots represent Elks Clubs—**

*and the important  
Trading Centers of*

**INDIANA**

**65 Elks Clubs**

**27,975 Elks—readers,  
owners of**

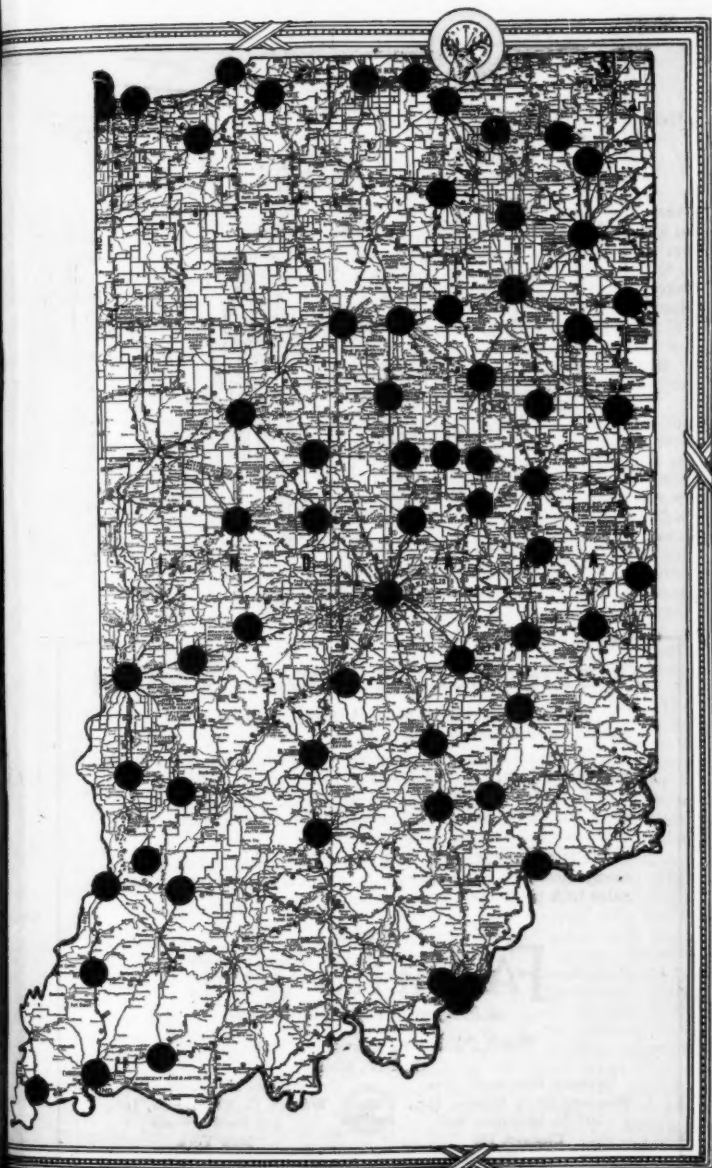
***The Elks***  
***Magazine***

**The Largest Magazine for Men**

**850,000 Identified Subscribers**

**50 East 42nd Street**

**New York City**





## A Sales Secret About Women

Auto salesmen have learned that a prospect and his wife should have separate sales talk.

The man looks at the engine. The woman sees the finish and upholstery. Two sales talks are needed.

It is also true of other commodities. You want special copy for farm women. The place for it is a paper edited exclusively for them.

**THE FARMER'S WIFE** is doing a real selling job for many national advertisers. It will carry your specialized sales talk to 800,000 farm women.

## THE FARMER'S WIFE

A Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Representatives  
Standard Farm Papers, Inc.,  
307 N. Michigan Ave.  
Chicago, Ill.



Eastern Representatives  
Wallace C. Richardson, Inc.,  
250 Park Avenue  
New York

Members Audit Bureau of Circulation

# Book Advertising and Your Advertising

Some Suggestions to Manufacturers Based on Results Obtained in Mail-Order Book Copy

By Amos Bradbury

WHAT is happening to book advertising? What suggestion does the totally different style one sees from the old announcements, have for makers of radio sets, inner tubes or fountain pens? The style is certainly different. Sitting down in my library to pick out from the advertisements a few books for Aunt Matilda and Uncle Charles "not to be opened till Christmas," I discover startling changes from the old lists of books and description of their bindings. My goodness, yes! "She is Yours, Master," says one advertisement and the trembling girl, sick at heart shuddered at the words that delivered her to the terrible fate of the East. "What was to be the fate of this beautiful girl?" the copy asks me.

Then, on the next page the Dauntless Horseman calls to his mare, she clears the toll-gate and off they go along the Great North Road through the country sleeping in the moonlight, "through silent hamlets, through hollows shrouded in silvery mist and over lonely moorland." This, to sell me a set of books by Ainsworth "first of the great triumvirate of English novelists that were the Glory of the Victorian Age—Ainsworth, Thackeray and Dickens."

Here is Rider Haggard in thirteen volumes at \$2 down and a dollar a month and to arouse my interest the publisher asks me: "What chance had we to save her, three white men among these hordes of angry blacks!" A book of science, compiled by "a distinguished group of scientists from the leading colleges and universities" which might be good for little Cousin George attracts my attention by mention in bold face type of "A Giant Tortoise Swimming in a Sea of Milk."

The periodicals are full of startling headlines and exciting copy to sell copies of works which are often written by dignified scientists and authors of international reputation. Why should this great change from the dignified list of fall books interest the maker of far different products? Because it illustrates a condition in all advertising and a tendency.

The agency man comes to the manufacturer of hair tonic, cast iron pipe, inner tubes, books or automobiles with a plan, several pieces of copy, and a list of mediums. The maker of this or that doesn't like the mention of his cast iron pipe in connection with the swimming pool where the bathing beauties cavort. It doesn't seem dignified. He prefers the phrase "hand puddled in small heats"; illustration same as on last year's calendar. The automobile manufacturer doesn't care for one of the publications on the list. His wife thinks it sensational. Put on the "Highbrow Gazette" instead. The selling plan for that inner tube sounds a little cheap for a concern with over \$2,000,000 in assets. What the manufacturer likes, instead of what will broaden his market and attract the attention of new prospects, is too often the test applied to unusual copy, new plans and a break with tradition. It is what holds back sales in many industries today. Because the owner of the business went to college, reads Emerson, hates slang and doesn't know who Walter Johnson is, he believes that similar likes and dislikes influence the buying habits of Newt Peters who runs a mill at East Harbor.

Now, when it comes to book advertising I know I'm on insecure ground. I remember well the controversy which raged in PRINTERS'

INK some years ago when a prominent publisher asked why books didn't sell better. If I remember correctly, he received more than 100 letters and almost a score of well-known advertising men wrote letters to the editor.

light on the question. The mail-order type of copy advertising sets of books, which is full of human interest and sensational appeal, telling what the author wrote about, has increased in volume. The old-fashioned list of fall books, the

opinion of a critic that "this is the most significant novel of the present year," have in many instances borrowed something from the mail-order copy. Some publishers are using both types of copy in competition, and are in a position to analyze the results of each.

In writing about books, I am almost in the position of some of the manufacturers of books who do what appeals to the masses, for I have sometimes viewed with alarm the plan of taking one exciting incident out of a ten-volume set to get the prospect in the mood where he has to have the set to find out how Charles the Second came to be hiding in the oak tree, while Cromwell's soldiers passed directly beneath the branch

which concealed him. That is, I did view it with some alarm, being a bookish and conservative person, until I analyzed my own case as well as the case of the thousands of people who don't read books.

Conrad is the author who started me on my investigation. Now, while I read Robert Browning with pleasure and re-read, every few months, the poems of Keats, I have always felt that Conrad was over my head. He seemed obscure, involved and hard to read. I was never a Conrad fan. Two friends each presented me with a copy of "Lord Jim" to introduce me to the author they thought I should know. I looked

## "Please God—make him think I'm still pretty"



Who is this great writer—the one acclaimed by millions of people as our greatest American short-story writer?

**You've guessed it—he is O. Henry**

He knew and in his stories practical what he knew—that truth is stronger than fiction—that the unexpected is the usual—that even into our own hearts we

"It's Christmas Eve, Boy—be good to me." There was an upturn in his eyes that arrested her. She held the price of her secret out to him. Almost at the same instant the stopped forward with outstretched hand. He too clutched a small package. . . . A moment he clasped her in his arms. Then feverishly each snatched his precious gift. Just what she had worshipped for so long in a Broadway window! Just what he had coveted but never dreamed of possessing! Their wishes had come true! But what is too late? What, say the great masters of these two who loved?

If you do not know this and the 275 other famous stories in this collection of yours have not laughed and loved and hoped and shed a few tears with these men and women, there is a great treat in store for you. Here is power, pleasure to suit the taste of everyone. There is a writer who starts you well on the way—now for the great satisfaction—and the story goes on.

cannot look all the way. He probes deeper than most of us have the courage to do. In his people we see ourselves sympathetically but truly; as we would like to be, and as we are. You will regard the little tylist in your office, your manicurist, your bookbinder, even yourself, with different eyes when you catch from this great man the trick of seeing beyond the obvious. The trivialities of life will take on new meaning.

## 7c A Story!

Where can you get entertainment to compare with this at anywhere near the price? A talent as the lowest priced serial-fiction books cost over three times as much. The cheapest and at a good price is about twenty-two times more. And at the end of the evening the entertainment ends. We set aside in amazement that book—that is close at

hand for your delight whenever you feel the need for pleasure! The form our entertainment takes is simple a habit. There really isn't so much fun in getting dressed and going out to a movie or play—as in the easy pleasure of one's own home, with a good book to read. And yet, as often as other countries to his stage set, just from habit.

**Countless Nights' Entertainment for the Price of One!**

Get the O. Henry habit now! Here a good time comes each evening for the cost of a single theatre ticket each month. The money you save today in a lot of O. Henry will pay you in interest for years to come.

**The Best of the World's Good Stories—Tom Nason.**

**FREE**



Bartholomew Corp.  
35 Fifth Ave., N. Y. C.

**COPY THAT HELPED BROADEN THE MARKET FOR  
O. HENRY'S BOOKS**

There was general agreement that one reason was because books were not advertised in a popular way, that the publisher felt himself above the mundane plane of the manufacturer of other products, and assumed a mental attitude toward his commercial position which prevented him seeing advertising as other makers of merchandise had been taught to see it. The publisher, it was said, was more guilty than any other manufacturer of using the plans and copy styles he personally liked, rather than those which would influence a broader market.

Since then, developments in the publishing business have shed new

You can become a great story teller yourself! Here are the world's three most famous authors to tell you about a new—oh yes, a new—entertainment—there's fun in your own home. You can become a great story teller yourself. There's no time needed to read these stories. You can read them while you are waiting for the train, or for the car, or for the bus, or for the plane. You can read them while you are waiting for the train, or for the car, or for the bus, or for the plane. You can read them while you are waiting for the train, or for the car, or for the bus, or for the plane.

You may want to see an agent. Please write to me. O. Henry's 275 stories are available in a hardcover set. There is a new edition of the book, illustrated in color. You can become a great story teller yourself. There's no time needed to read these stories. You can read them while you are waiting for the train, or for the car, or for the bus, or for the plane. You can read them while you are waiting for the train, or for the car, or for the bus, or for the plane.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_



# *Selling food in New Orleans*

The Times-Picayune is essentially the food advertising medium of New Orleans and tributary territories. It regularly prints far more food advertising than any other New Orleans newspaper, and much of the time prints more than the second and third papers combined. "Independents" and chain organizations alike show an overwhelming preference for The Times-Picayune in placing their own advertising and for this reason the national advertiser using space in this newspaper is assured of active dealer co-operation.

Eve-Up-to-Date, a column devoted mainly to menus and recipes, has been a regular feature of The Times-Picayune for the last generation, and is a daily aid to busy housekeepers in thousands of homes.

The weekly Market Basket Pages comprise many additional tested recipes of quality, together with unusual features to make the pages highly valued by consumers and dealers alike.

A recent survey of New Orleans grocery stores, made by a Southwestern food product manufacturer, indicated that The Times-Picayune is read by a far greater proportion of New Orleans grocers than any other newspaper.

## **The Times-Picayune**

**FIRST FOR THE SOUTH**

Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta; R. J. Bidwell Co., San Francisco and Los Angeles.

last week at the single copy I have managed to keep. The bookmark is at chapter seven at the words "an outward-bound mail-boat had come in that afternoon." I have never been able to get along any farther with the story. Then, I read one of those pieces of mail-order copy which told about "that bewitching plotter Dona Rita, the mysterious Flora de Barral," which impressed me with the fact that Conrad wrote exciting narrative as well as searching character studies and obscure motives. The advertising which told what H. G. Wells and other writers said about him, and that I would not be truly cultured unless I read him, left me cold. Here was I, a supposedly bookish person, being influenced by the sort of advertising I didn't like. Since it made me decide to finish "Lord Jim" and to get several other books by the interesting sailor and writer, I wondered how it affected other people and if the more human, less dignified advertising broadened the market for Conrad and made thousands of people familiar with his work who would never otherwise have known it.

I went to see the publisher, Doubleday, Page, and what I found out by talks with two different Doubledays and other executives of this publishing house has, I think, a bearing, not only on book advertising, but all advertising where "I don't like it" prevents the type of copy which would increase sales and broaden markets. I discovered almost immediately that many publishers would prefer the old-fashioned announcement style of copy, but they have come to see they are dealing with the human mind in the mass. And human beings want to know whether the author is writing about geology or adventure, about wild flowers or wild women.

One of the men I talked with told me that when another publishing house started to advertise sets of O. Henry with human-interest, tense and exciting copy he didn't like it. It seemed undignified. But this un-

usual interesting advertising sold almost 500,000 sets and enormously broadened the market for O. Henry. Thousands of people not reached by the other more dignified type of advertising, who could not be induced to enter a bookstore by announcements, became acquainted with O. Henry because they discovered he wrote of human incidents, of flesh and blood people, of exciting events. "The sensational approach offends many of us," said this man, "but it stirs the interest of thousands of people in the author who would never be reached otherwise."

Reading which once was a part of the life of the nation has had bitter competition in the last few years. The movies, the radio, the automobile have come in to take time away from what was once considered a part of the daily life of up-and-coming people. And, as in my case, it takes more than an announcement of a new fall list of books to drag me away from the Happiness Boys, from Harold Lloyd or the Ipana Troubadours to "Lord Jim." It takes action copy that many publishers don't like but which arouses real interest, which incidentally is the first task of advertising.

Conrad should always have had more readers. It was always a good thing to have the masses familiar with his work. But how to get the masses started, how to broaden the Conrad market from a chosen coterie of the sophisticated to the crowds from Dubuque to Waco—that was the problem. How to get him out of the caviare class into a more staple one, like beans. If a man once gets a taste for an author from one of his books, he wants more, and much good is thus done. Conrad's publishers discovered the sort of copy which accomplished this objective. I looked over the records of advertising results and it enlightened me concerning the mass mind of America. There were two pieces of copy about Conrad each of which appeared in the same space in the same publication—a metropolitan newspaper—at close intervals of time. One of them was a



## Making *readers* of Herald Subscribers

Special pages devoted to the world of new books are a notable feature of the Boston Herald every Wednesday and Saturday morning.

These deal with the latest literature in all its departments. Pithy comment and brief summary replace the dull analysis and labored criticism usually associated with such special sections. An attractive make-up further heightens their appeal to the general reader. And Boston book-sellers gladly bear witness to the fact that they are extremely popular with all classes of the public.

This treatment of books in a new and "newsy" way is indicative of the Herald's constant effort to provide a paper that its readers enjoy. It is another reason for the Herald-Traveler's grip on its Boston audience. On every page of this newspaper will be found something of paramount interest to some member of each family it serves. Herald-Traveler patrons realize that they need never look elsewhere for the things they want to know.

We should be glad to send you, gratis, a copy of "Business Boston," an informative booklet that explains the Boston advertising situation in detail. Write for it today on your business stationery.



### BOSTON HERALD-TRAVELER

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# What County Agents say about *The Country Gentleman*

*The County Agricultural and Home Demonstration Agents live and work in close contact with farm men and women. Here is what some of them have written us recently about The Country Gentleman*

"I find *The Country Gentleman*, in its new form, very good, indeed. If it can be kept up to this present standard, it will do a great work. I have been a subscriber from its first issue by The Curtis Publishing Company."

"I am sure you and those who are responsible for *The Country Gentleman* should be complimented upon the last two issues. The future for the publication looks very bright because it has so much in store for its readers."

"Your paper is the most welcome in our office."

"I have always considered that *The Country Gentleman* is a paper that has a great deal of influence on rural people. And personally I have been a subscriber to your paper for quite a while."

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"I have a sort of a farm paper table in my office and *The Country Gentleman* has a front-page place on it. Farmers always look for *The Country Gentleman* when they come in."

"I was very much pleased with the new style and materials in the monthly publication of *The Country Gentleman*."

"Everyone reads *The Country Gentleman* at our home. We are delighted with the new monthly editions."

"I wish to congratulate you upon the excellent paper which you are now putting out, and feel sure that its popularity will continue to grow steadily."

"We consider your paper a valuable asset to agricultural journalism."

"I feel that it is one of the best agricultural papers printed and every farmer should take this paper."

"This paper, I find, is well known and popular among the growers and citrus men here, and is asked for by callers in the office where it is kept."

"I consider this a most excellent publication, and I am pleased to see that it is finding its way into a large number of homes every year. I have often said that the illustrations alone are worth more than the cost of the publication."

*If you are interested in country life—or if you are a manufacturer selling in the rural market—you will find the new monthly Country Gentleman to be the foremost publication in America for all whose homes, or whose interests, are in the country.*

**THE CURTIS PUBLISHING COMPANY**  
INDEPENDENCE SQUARE, PHILADELPHIA, PA.

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nice, conservative piece of copy, well-fitted, it would seem, for a great author's works. The heading was, "They recommend that you read Joseph Conrad." Sir Hugh Clifford, John Galsworthy, H. G. Wells, H. L. Mencken, Christopher Morley, Meredith Nicholson, Gouverneur Morris and Mary Austin were all quoted as speaking highly of his works. To be well read one must read Conrad, said these author testimonial writers. The remainder of the copy featured Conrad's life and the special price of \$35 for the set.

The other piece of copy was different. It told of rough traders, thieves, murderers, adventurers, "the riff-raff of the world thrown up in the mysterious East and there battling out their destiny." It spoke of the brave little outcast, Lena, the elusive and pathetic Nina of Almayer, "the unfathomable and seductive Malay Princess for whom Willems sold his soul." Mention was made of the devoted love of men and women, "possibly deserted on some lonely isle, surrounded by chattering people of other races," of tales of adventure in the mysterious China Sea where typhoons spring out of a cloudless sky. Far different copy, this, from the bald announcement of the past.

The results of these two different copy treatments for the same set of books written by an author often considered highbrow is interesting. Each was carefully keyed and results checked. Here they are:

*Dignified testimonials brought back \$3,500.*

*Seductive Malay Princess brought back \$8,075.*

It is interesting to note that Doubleday, Page & Co. are users of both the general announcement type of book advertising with a coupon attached and the mail-order type of book advertising which is required to pay a profit or be discarded. The general type of copy is designed either to send the reader into the nearest book store to ask for the book or to send his money (and it is always a smaller amount than the mail-order set) direct to the publisher. The dignified, announcement advertising

does not pay for itself in replies once out of 100 times.

The mail-order copy is required to bring back the manufacturing cost, handling and shipping costs plus an amount set aside for bad debts and still show a profit. In the recent advertising of the Mandalay Edition of Kipling's works the same condition prevails. One piece of copy which described the number of pages, the readable type, the price, and the general contents of each of the twenty-six volumes in the set, produced only a little over half the inquiries of one which features the Mark of the Beast as a great horror story and says, "When the Silver Man steps out from behind an idol, his body shining like frost—you find one of the most intense and greatest moments in literature."

The copy employs enthusiastic words such as one wild Kipling fan might use to enthuse his lowbrow friend: "Did you ever read that poem 'One Man in a Thousand'? That's some poem I'm telling you. It's got a wallop in every line." That type of copy seems to make twice as many people familiar with his works as the more dignified, literary style. I don't like it but I'm for it if it gets lowbrows or the ordinary mass of people to read more. That, after all, is the result to be attained.

It is the copy writer's task, it seems to me, to take the product, whether it be a book, a can of beans or a vacuum cleaner and write about those features of it which will be of interest to the audience he is trying to reach. Personally, he may admire the stern classic lines of the vacuum cleaner, or the delicate sheen of its high finish. But if he is talking to farmers' wives he tells how it can get back of the piano and grab off the dirt. He must take the feature which appeals most and write about it. And when it comes to most books, the average person is more interested in a stirring adventure, a bit of love or a fist fight than in significant studies of psychic phenomena, or fall lists in buckram bindings, prices subject to change on publication.

(Continued on page 69)

# Outdoor Advertising

Outdoor Advertising has reached a point in its development where it is available to the advertiser, Nationally, Territorially, Sectionally or Locally on a thoroughly organized, standardized and businesslike basis.

## National Outdoor Advertising Bureau, Inc.

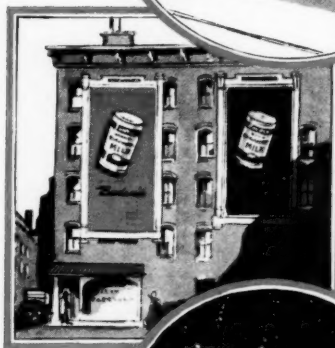
F. T. HOPKINS, *General Manager*  
Fifth Ave. and B'way at 25th St., New York

H. F. GILHOFER, *Western Manager*  
Lytton Bldg., State St. at Jackson Blvd., Chicago

Detroit Office, General Motors Building

# OUTDOOR

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# DOOR ADVERTISING

Outdoor Advertising is free of objectionable copy. It reaches man, woman and child. It makes possible the delivery of an impressive message, simply, accurately and economically.

The advertiser today can lay out an outdoor appropriation based upon accurate information and he can place his appropriation through his advertising agency providing it is a member of the National Outdoor Advertising Bureau, Inc.

It is the purpose of this organization to cooperate with the advertiser through his own advertising agency to the end that the best possible use may be made of Outdoor Advertising in cooperation with all other advertising media.

Functioning through its advertising agency members, this Bureau specializes in fitting the medium of Outdoor Advertising to each advertiser's real need.

The National Outdoor Advertising Bureau places at the disposal of the advertiser all of the following standard types of Outdoor Advertising:

- 1—*The brilliant electrical display at the night centers of the big cities.*
- 2—*The high spot, de luxe, illuminated, painted bulletin at points of greatest day and night circulation.*
- 3—*The universal 24-sheet poster—everywhere.*
- 4—*The painted wall in the heart of a neighborhood.*
- 5—*The point of purchase wall bulletin, right on the store.*
- 6—*The painted road bulletin, to reach those who ride or drive.*

From a national campaign to an intensive, localized try-out, this service is complete.

## National Outdoor Advertising Bureau, Inc.

F. T. HOPKINS, General Manager  
Fifth Ave. and B'way at 25th St., New York

H. F. GILHOFFER, Western Manager  
Lytton Bldg., State St. at Jackson Blvd., Chicago

Detroit Office, General Motors Building



# Outdoor Advertising

**T**HE National Outdoor Advertising Bureau is an Incorporated Association of Advertising Agencies rendering a complete Outdoor Advertising Service through all recognized plants and working in full cooperation with the complete operating facilities of the General Outdoor Advertising Company, Inc.

## National Outdoor Advertising Bureau, Inc.

**F. T. HOPKINS**, *General Manager*      **H. F. GILHOFER**, *Western Manager*  
Fifth Ave. and B'way at 25th St., New York      Lytton Bldg., State St. at Jackson Blvd., Chicago

Detroit Office, General Motors Building



Theodore Roosevelt, writing on the subject "History as Literature," summed up the mail-order copy writer's job. He was talking of the true historian who is able to bring up the past as a fascinating picture. He said:

We shall see the dancing girls of Memphis. The scent of the flowers in the Hanging Gardens of Babylon will be heavy to our senses. We shall sit at feast with the kings of Ninevah when they drink from ivory and gold. . . . We shall see the glory of triumphant violence and the revel of those who do wrong in high places and the broken-hearted despair that lies beneath the glory and the revel.

That sort of copy would sell more histories of Memphis and Ninevah than the mere announcement type of advertising which some manufacturers and publishers still use because they think it is more dignified.

Doubleday, Page & Co. had an experience with another book which also sheds some light on the subject. With the usual dignified advertising and selling methods, this book had been selling at the rate of 10,000 copies a year. Its market seemed to be fixed and limited at that figure. The mail-order type of copy which emphasized highlights and specific instances was applied to the book and its market was shown to be far broader than had ever been supposed. In eighteen months, the new type of copy sold 150,000 copies at a profit. The startling results showed up quickly, too. As a result of the first advertisement of the new type, more copies were sold in two days than during a month under the old methods.

Get the people who think literature consists in the "came a day" sub-titles of the movies to read Conrad, Kipling and the rest by attracting their attention. So say these publishers who wouldn't advertise that way to themselves or their fellow club members. I, for one, say that certain manufacturers who think the copy they like and the mediums they read are the only ones to use have much to learn from them.

Manufacturers who want to advertise to themselves only, could save much time, money and effort

by following the thought through to its logical conclusion. They could write what they liked about what they made and paste it up on the factory wall.

In connection with this lesson of using what the mass of human beings wants as the sales appeal, instead of something the big chief enjoys personally, the experiences of mail-order book advertisers contain, it seems, another important suggestion. The lure of the East, the tinkle of temple bells at twilight, the detective in the darkened room waiting for the mysterious murderer to climb in the open window, the battle to the death on the sandy beach between the bearded pirate and the curly-haired hero, paragraphs which suggest adventure in far places—these appeal to all sorts of people from presidents to office boys. Scientists, engineers, big executives, all men whose daily work requires close reasoning and confinement, respond to a promise of relief from the daily grind. They crave adventure, an escape from drab reality. As James H. Collins wrote: "We are all wild animals in captivity. We were once obliged to get our food by hunting and digging where now thousands of us capture it through what we like to call brain work and sit in offices instead of roaming the forests. Even with our daily subway ride we are not much more free physically than the animals of the zoo."

The copy which suggests a change from the monotonous grind of daily detail, which promises even a temporary break through the iron bars of our cages, brings more than double the results for mail-order book advertisers than staid and dignified copy. Isn't there a real adventure angle in a great variety of products which could be dug out with equally good results by the alert copy writer?

Many a good product, it seems to me, could reach out for the approval of the masses, if about it could be written the adventurous, intriguing copy which some book publishers have found so valuable.

# Must Publishers Accept Mail-Order Advertising?

The Federal Trade Commission's Attitude on This Question

*Washington Bureau  
of PRINTERS' INK*

**I**N Washington and elsewhere, rumors have persisted lately to the effect that the Federal Trade Commission is about to proceed against newspaper publishers who refuse to accept advertising from large mail-order houses. Inquiries regarding the proposed action have come from several parts of the country, and both publishers and local advertisers appear to be somewhat disturbed over the rumors.

It is probable that the matter started by the news getting out that some mail-order advertiser had complained to the Commission that he was being discriminated against by certain newspapers, due to the pressure brought by local merchants on the publishers. If this is the case, nothing can be learned regarding it from the Federal Trade Commission. All complaints sent in by interested parties are considered to be confidential. No official news can be given out regarding a case while an investigation is proceeding. Under the Commission's new policy, the official complaint of the Commission is not made public until the respondent's answer has been filed. And if an investigation is under way, the Commission is carefully guarding the secret.

However, an official of that organization said the other day that it is highly improbable that the Commission will take any action in a case of the kind. The reason for this is simple. The Supreme Court has held that a vendor has the right to choose his customers. He may give any legal reason or no reason at all. The Clayton Act and the Federal Trade Commission Act do not compel a publisher or any other manufacturer or distributor to accept business from any individual, manufacturer or distributor. And the only thing

that would bring about a formal complaint from the Commission would be an organized attempt at restraint of trade. In other words, it was explained, if it could be proved that any association or group of retailers had coerced publishers into refusing to accept the advertising of a mail-order house, then the Commission would have grounds for action. Experience has shown that an organized effort of the kind is a very difficult matter to prove.

Undoubtedly, the rumor has been given credence because of a case some time ago in which the Federal Trade Commission issued a formal complaint and later a cease and desist order against the Chamber of Commerce of Missoula, Mont., its officers, directors and members, and The Northwest Theatres Company. In this case, the complaint relates that the respondents conspired and confederated together to hinder or prevent persons, partnerships and corporations, carrying on business other than in the State of Montana, from selling mail-order goods, wares and merchandise to customers or prospective customers residing in Missoula, Mont., or adjacent thereto, and continues:

That pursuant to said conspiracy, and to carry out the object thereof, respondents advertised in newspapers of general circulation, published in Missoula, Mont., and announced by other means, that thereafter, on the date or dates named, a catalogue published and distributed by merchants carrying on business in States other than Montana, and soliciting business on mail orders at points in Montana, would be accepted at a theatre operated by the Theatre company, when presented by persons under fifteen years of age with one cent to pay the Federal tax, in lieu of the usual price of admission, and that certain cash prizes would be awarded to those presenting the oldest catalogues, most used, and the newest and latest catalogues, and as a result thereof there was presented at said theatre and accepted in lieu of the usual admission fee, several hundred catalogues published and distributed by persons, partnerships

## Our Guarantee

On week-days The Item-Tribune combination guarantees advertisers the *largest* total circulation, the *largest* city circulation and the *largest* carrier circulation obtainable in New Orleans at one price.

---

On yearly contracts, we'll guarantee 95,000 average daily *total* circulation and 80,000 average daily *city* circulation. We'll rebate if we don't make good during the period of your contract—based on the A. B. C. audit.

---

Place today's copy on today's facts—The Item (exclusive of The Tribune) was the only New Orleans newspaper to show a circulation gain in the last six months.

New Orleans  
**Item-Tribune**

and corporations carrying on business in States other than the State of Montana, which catalogues had been sent by the respective publishers thereof to their customers or prospective customers residing in or adjacent to Missoula, Mont., as a means of soliciting their patronage; that respondents caused to be destroyed, by burning or by other means, the catalogues obtained in the manner and by the means aforesaid; that such catalogues have been collected and destroyed by respondents pursuant to said conspiracy, at intervals of about one year, beginning in January, 1919.

Of course, newspaper advertising played a part in this campaign, since the theatres used considerable paid publicity to put the plan into effect, and this perhaps gave many people an impression that the Commission had some control over the publishers because the advertising, with the rest of the plan, was banned.

Something of the same condition is found in the case of the Joyce-Fruit Company, with five stores at different points in the State of New Mexico. In its complaint in this case, the Commission complained that in the month of September, 1920, certain merchants and other residents of the town of Portales, in which the respondent has a store, inaugurated the practice of holding a "Trades Day." The complaint continues:

The first such "Trades Day" was held on Monday, the 13th day of September, 1920, and the originators of the practice caused that fact to be broadcasted through the public press in the territory adjacent and tributary to the Town of Portales, announcing the fact that after said first "Trades Day," the first Monday in every month would similarly be observed as a "Trades Day" and that the "Trades Day" thus instituted by said merchants and citizens was made to be a day upon which a large number of merchants each offered a prize or prizes for the winning of various contests and the production of the best specimens of various farm and home products, and upon which each said merchant would make a special bargain price upon one or more of the commodities offered by him for sale. In the aforesaid announcement of the first "Trades Day" respondent, with the intention and purpose of suppressing and hindering the competition, with itself, of all mail-order houses doing business in a manner similar to said National Cloak & Suit Company, caused to be published an offer of \$10 worth of merchandise to the person producing the largest number of 1920 mail-order house catalogues. As a result of said offer, so published, a number of persons residing in the territory over which the aforesaid an-

nouncement was broadcasted, each secured numbers of catalogues of the National Cloak & Suit Company and of other similar mail-order houses, and surrendered the same to respondent for the purpose of contesting for the prize so offered. Respondent retained possession of all said catalogues and refused to return the same to the persons from whom they were thus secured. The tendency and capacity of this action on respondent's part was to unduly hinder the business of the mail-order houses whose catalogues were thus secured, including National Cloak & Suit Company, with the persons from whom such catalogues were secured in their purchasing or sending any orders for the goods offered by the said catalogues, and thus tended to unduly hinder the competition in interstate commerce of said mail-order houses with respondent.

On the 28th day of May, 1925, with Commissioner Nugent dissenting, this case was dismissed. This does not mean that the case was not supported by adequate evidence; but during the time intervening between the complaint and the final hearing, the Commission had changed its policy. This gave the respondent an opportunity to agree to a stipulation showing abandonment of the alleged practice; and since the act complained of was a single instance which, according to the order of dismissal, has never been repeated and which respondent agrees not to commit again, the case was quashed.

Therefore, all of the evidence obtainable as to the Commission's power and attitude regarding the refusal of publishers to accept the advertising of mail-order houses, strongly indicates that collusion or combination is necessary to make out a clear-cut case of restraint of trade. And unless restraint of trade or competition is shown, it is highly improbable that the Commission's power can be invoked.

### New Account for Charles C. Green Agency

The Philadelphia office of Theodore Prince & Company, brokers, has appointed the Philadelphia office of the Charles C. Green Advertising Agency, Inc., to direct its advertising account.

### Grand Rapids Studio Adds to Staff

Harold Forsner has joined the art staff of the C. D. Davidson Art Studio, Grand Rapids, Mich., commercial art.



*The Men at the Top  
are accessible*

*Through*  
**NATION'S  
BUSINESS**

*Washington*

*More than 207,000 Circulation*  
*(Member A.B.C.)*

# **Every Sales Manager, Every Executive, Should Have a Copy!**

The result of a personal survey of the 22 leading Cleveland merchants made by our National Advertising Manager has been tabulated and published in pamphlet form for the benefit of all manufacturers interested in the True Cleveland Market.

We believe that if you will read, study and analyze this remarkable work, and put to practice the recommendations made therein, your volume of sales from The True Cleveland Market will increase sensationallly—without additional expenditure, without increased overhead.

Write the "National Advertising  
Department" of

# **The Cleveland**

**FIRST  
IN  
CLEVELAND!**

**NATIONAL REPRESENTATIVES: ALLIED**

**250 Park Ave., New York City**

**410 N.**

**CLEVELAND, CINCINNATI, SAN FRANCISCO,**

er, Every Space Buyer,



This folder explains why the 35-mile radius is called The True Cleveland Market, why 22 leading Cleveland Merchants say 96.1% of their business comes from within the 35-mile radius, why the Cleveland Bell Telephone Co. operates only in this territory, why Editor and Publisher and A. B. C. both agree that it is the Cleveland Trading Radius—and why this territory is all you can reasonably consider when advertising in Cleveland newspapers.

**The Press**  
is the  
**First**  
Advertising  
Buy in  
Cleveland

# Cleveland Press

TIVES: ALLIED NEWSPAPERS, INC.,

410 N. Michigan Blvd., Chicago

AN FRANCISCO, SEATTLE, LOS ANGELES

A  
SCRIPPS-HOWARD  
NEWSPAPER

## Colonel Edward M. House to Break His Long Silence

THE NEW YORK HERALD TRIBUNE has secured the world rights for newspaper serial publication of "The Intimate Memoirs of Colonel House," and will publish them in its columns in the opening months of 1926.

Colonel Edward M. House, confidential adviser of President Wilson, has decided to break his long silence on the events of this historic period. His memoirs will be based on a diary which he kept daily from his first acquaintance with Mr. Wilson, together with letters from statesmen all over the world.

Professor Charles Seymour, of Yale University, to which Colonel House has presented all his original documents, is the editor of the memoirs.

New York  
**Herald Tribune**

AMERICA'S COMPLETE NEWSPAPER

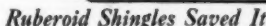


## Now Our Road Men Are Advertising Men as Well as Salesmen

Advertising Manager, The Ruberoid Co.

After manufacturing roll roofing for over a quarter of a century, we put asphalt shingles on the market. Then our advertising difficulties began. As a result of long service on the part of the roll roofing, we had any amount of fine advertising material for this product. We could feature old Ruberoid roofs that had stood the test of time. We could play up the success of dealers who had handled Ruberoid uninterruptedly for long periods. We had ample

But it was altogether different with the new shingles. None of these sources of copy was avail-



(Signed) M. J. E. M. Stone.

We all worked over the prob-

lem. How could we overcome this lack of real drama? How could we do something really new? How could we put out distinctive copy with facts and definite proof that would appeal not only to the consumer, but also to the dealer? We wanted copy that could be merchandised to the dealer and in turn used on his customers. We wanted material for the new product that would make a clear impression on the dealer, because in this line it is the dealer who must primarily be sold. He makes a big investment when he takes on a line of roofing or shingles and he is very careful what he buys.

We had more than fifty men on the road. They were meeting builders, contractors, home owners and dealers. They should be the men with a real knowledge of what the product is doing, we reasoned.

But how could they be made to see things from the advertising viewpoint? How could they be educated to uncover things that they ordinarily passed by as all in the day's work? How could we interest them in creating dramatic copy from their contacts?

We found the answer last fall. A terrific hurricane had swept the Atlantic Coast from Florida to Maine. Windows had been blown in and roofs torn off. Ocean liners had been severely damaged. Shortly after this storm our agency conceived an idea that promised to get us over the hurdle. Linking a picture of a damaged liner with a photograph of an old windmill that had stood the gaff of the storm on a high bluff near Duxbury, Mass., without a single Ruberoid shingle either curling or buckling, the agency turned out a

piece of copy that was nearer to the dramatic appeal we wanted than any previous advertisement.

"Show this to the salesman," was the suggestion, "to give them an idea of what makes compelling copy. Then offer prizes that will make it worth while for them to be alert for good ideas."

The idea was first presented to the men in our house magazine



## Two Out of Three are Ruberoid

**I**N COMMUNITIES where the merits of Ruberoid Shingles are fully recognized you will find an overwhelming proportion of the homes protected by Ruberoid Roofs.

In the suburbs of Philadelphia are the four towns of Merriamsville, Maple Shade, Lenola, and Moorestown, N. J. They cover an area of five square miles and contain eighteen hundred homes. *Ten out of every three* of these homes are roofed with Ruberoid Shingles.

This is a striking, but not unusual, demonstration of the fact that the quality, ap-

In Rubberoid Shingles and Roofings you find a wide variety from which to make selection—seven different styles of asphalt shingles surfaced with green, red, steel-blue or purple slate; and five different grades of smooth-surfaced and mineralized built-up roofing.

Next you is a lumber or building supply dealer who sells Ruberoid products. Ask him about them, or use the coupon below.

**The RUBEROID Co.**  
CHICAGO NEW YORK BOSTON

# RU-BER-OID

## SHINGLES • ROOFING

THE SALESMAN WHO SUGGESTED THE IDEA FOR THIS ADVERTISEMENT NEVER REALIZED THAT HIS THOUGHT HAD GENUINE COPY POSSIBILITIES

in a short announcement headed: "Beat This If You Can. It Is Worth Money to You." Under a description of the old mill advertisement and another that was made up at the same time, came this short explanation:

We plan to base the copy in our 1925 advertising on dramatic, interesting and convincing reasons why Ruberoid products should be used; incidents, in fact, similar to or better than the two described above. In order to do this job properly we must have the material and have it as quickly as possible. This is where you come into the picture.

We are offering prizes as follows for the best Ruberoid adventures—ten in

---

# **The Miami Herald**

**is first choice**

**with the national advertiser,  
advertising agency and space buyer**

## **in the Miami field**

---

**National Advertising Lineage  
first ten months, 1924—1925**

**1925—total agate lines, 2,091,656**

**1924—total agate lines, 1,470,483**

**Net Gain Agate Lines,  
621,173 or 42%**

---

**The Miami Herald renders a comprehensive  
merchandising service to all national  
advertisers who enter the Miami field**

---

*The* **Miami Herald**

*"Florida's Most Important Newspaper"*

**FRANK B. SHUTTS, Publisher**

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number. (The first was \$100, second \$50, third \$25.)

To be worth anything to us it must be possible to obtain photographs of the roof, or roofs, you describe. Of course, the more dramatic the incident in question, the better from an advertising standpoint. Tornadoes, floods, devastating fires and similar incidents are what we want.

This was immediately followed up at the sales convention by a personal explanation of the plan. The advertising difficulties were laid before the men, and they were shown how they could help their own selling by digging out fundamental stories which had a strong appeal to their dealers. They were shown the sort of material wanted. Then, they were told that they had two months in which to get stories, photographs and testimonials.

The idea met with no antagonism. As soon as it was discussed with the salesmen, they showed an interest. There was little or no inertia to overcome. One by one, men got up at the convention to ask if such and such an idea would be usable. These ideas were passed on at once. Some were thrown out as unusable, while others were amplified into strong leads for the men to follow up. The men suggesting them were helped to work them out.

Further follow up by personal letter was done by the agency, in order to get the salesmen as far away as possible from their own sales and advertising departments. Within two months, fifteen men had turned in ideas. Some were good, some were not so good and some were just the thing we had hoped for.

The first big shot was a series of testimonials from the quartet who make up our trade—home owner, architect, builder and dealer. These testimonials were for a Cedar Rapids, Ia., house that had given fine roofing satisfaction. The second big shot came from Kannapolis, N. C., from a home owner whose residence, fifty feet from a blazing house, was unharmed by the fire because of the shingles. She told of her confidence in Ruberoid, for the reason that the contractor had said her roof would never catch fire

from sparks. When neighbors began to carry out her furniture, she made them put it back.

Nothing could have been more valuable than these stories dug up by our salesmen in their districts. They had all the elements necessary to dramatic copy which could not only be used in general periodicals, but in architectural, builder and dealer magazines as well.

The first contest was so successful that we held another in June for our 1926 campaign. The results of this second appeal were far more productive—in fact, practically every salesman was a contributor. They found even more first-class material—getting their facts from real sources such as fire chiefs, railroad agents, home owners and builders. One man hesitatingly pointed out that a certain community had two out of every three roofs covered with our shingles. His idea, worked up, developed into a bird's-eye view of the community that most graphically pictured the product for the building quartet we sought to reach.

We now have a fixed cash prize of \$50 for every advertising story that is accepted. This is a standing offer. Our house-organ plays it up and more and more good ideas are coming in.

The effect on the men has been most satisfactory. They take great pride in seeing their advertisement appear in periodicals that circulate through their territory. When a salesman gets a story it is about a home owner or builder in his particular territory, and so the resulting advertisement is of great value to him in his own district because it gives him a close tie-up with the local dealer.

It also increases his sales, as local pride is a strong factor in community life. The publicity resulting from a national advertisement centred about a local incident does much to bring business to the dealer, contractor and architect who handled the job. This, in turn, is reflected in the individual sales of the salesman who uncovered the story.

Our men, due to this, naturally

# ARMOUR AND COMPANY

GENERAL OFFICES: UNION STOCK YARDS

**CHICAGO, ILLINOIS**

October 26, 1925

The Arizona Republican,  
Phoenix, Arizona.

Gentlemen: -

We have for acknowledgement yours of the 10th instant attaching a copy of your fine merchandising circular to the trade in central Arizona in support of our Star Ham campaign.

This is one of the most forceful and timely that we have seen as gotten out by any of the newspapers on our list and we want to express our appreciation of it.

We note your second paragraph with considerable interest as to the character of the sender influencing the effect upon the dealer, and want to assure you that our placing the Republican on our list is indicative to you that we heartily endorse such a statement. We believe that the progressive newspaper today is vitally interested in the success of the advertising campaign running in its columns and feel quite sure, with the merchandising policy we find expressed in the co-operation you are rendering, that your part in our present campaign will be reflected in our success in the Phoenix territory.

We have filed this circular along with the other matter you have sent us, including the photograph of that excellent display that appeared in your well located window.

JCM-Mc

Yours sincerely,

ARMOUR AND COMPANY.

*J. B. Milton*



**CLARENCE POE**

Editor-in-Chief and Editor Carolinas-Virginia Edition, the protagonist of cooperative agriculture.

**TAIT BUTLER**

Editor Mississippi Valley Edition, and livestock and veterinary savant of international fame.

**W. C. LASSETER**

Editor Georgia - Alabama Edition, celebrated agronomist, evangel of diversified agriculture, and practical dirt farmer.

**EUGENE BUTLER**

Editor Texas Edition, whose remarkable success in doubling its circulation amply evinces his grasp of the farmer's needs.

**MRS. W. N. HUTT**

Noted home demonstration worker and since 1913 full-time Editor of the Women's Department.

**L. A. NIVEN**

The only whole-time Southern Farm Paper Horticultural Editor. Trained, experienced, practical.

**C. L. NEWMAN**

For 22 years professor of agronomy. All of his time is now available in solving field and truck crop problems of readers.

**G. H. ALFORD**

Farm Machinery Editor and qualified for his job both by training and practical experience.

**F. M. REGISTER**

Famous in the South as a public health authority. Editor of our Health Department.

**M. J. FUNCHESS**

Specializing in practical counsel about Alabama soil and crops.

**L. E. RAST**

Contributing Editor, whose work in cotton culture has been remarkably useful.

**H. H. HARRINGTON**

Authority on the chemistry of fertilizers, insecticides, etc.

**J. H. WOOD**

A practical, successful poultryman who is our Poultry Editor.

**J. G. OLIVER**

A regular contributor, who is State Agent of Georgia and a farm-authority.

**R. E. KAPER**

Famed for his work on sorghums, and our Texas correspondent.

**PAUL TABOR**

Authority on pasture and forage culture, a regular contributor.

**B. L. MOSS**

Authority on boll weevil and cotton culture, a frequent contributor.

**R. R. REPERT**

Noted entomologist, who tells our readers how to keep bees for profit.

**CHARLES H. ALVORD**

Accepted the South over as a practical adviser on general farm problems.



# They need to know ~~ they do know ~~ and the Southern farmer knows they know!

THIS Thanksgiving Week, somewhere around two million people in Southern farm-homes will read our pages. Just about every one of them takes every practical thing we print as so much farm-gospel. That is the sort of confidence they have in the Progressive Farmer and Farm Woman, which (as Bristow Adams puts it) "probably has more of its readers' confidence than any other farm-paper."

Plainly it is expected, of anyone who writes for such a host, that the voice shall be one of authority. The writer must be qualified, sincere and downright, because these people expect nothing less. And the writer must be right! . . . since these people not only read what we print, but act upon it; take risks upon it; and depend upon it whole-heartedly.

It follows that we would not dare have an editor, nor any special writer, who ranked as less than authoritative and wholly trustworthy, with special repute in his or her particular field. They need to know; they do know; and people know they know. That is what makes this farm-weekly, in each of its four editions, the trusted guide it is. And it is such a background upon which the sagacious advertiser wisely prefers to display his message.

**YOUR** copy of DIXIE DATA BOOK, which awaits only your request to be sent on to your desk, would show you facts about the South that you absolutely need to plan any campaign or buy any space to reach the farmers in this rich region.

EASTERN REPRESENTATIVE  
Wallace C. Richardson, Inc.,  
250 Park Avenue,  
New York City.

WESTERN REPRESENTATIVE  
Standard Farm Papers, Inc.,  
307 N. Michigan Avenue,  
Chicago, Ill.



Circulation and Most Influence

feel that they are playing a much more active part in the welfare of the company as a whole. They are giving more enthusiastic attention to their work as well as to our advertising.

Dealers, too, show increased interest. Their requests for reprints are far greater now than ever before—and they are being more effectively used.

These results are all important, and yet, as a matter of fact, they are all really additional benefits arising from the successful solution of the single problem of how to get dramatic copy for a new product. They are all so much "velvet"—new "pay dirt" uncovered by our men—a wealth of compelling copy ideas that we never would have heard of if we hadn't made advertising men of our salesmen.

### Bennett Chapple to Address Chicago Advertisers

Bennett Chapple, director of publicity for the American Rolling Mill Company, Middletown, Ohio, and recently elected president of the National Industrial Advertisers Association, is scheduled to speak to the Advertising Council of the Chicago Association of Commerce on December 3. This meeting will be under the auspices of the Business Press Departmental of the Council. E. R. Shaw, chairman of this departmental, has announced that the industrial advertising exhibit which was shown at the National Industrial Advertisers Association convention, at Atlantic City last month, has been sent to Chicago to be shown at this meeting.

### Slogan for Fresh Fish Registered

FOWLER SEA PRODUCTS COMPANY, INC.  
New York

Editor of PRINTERS' INK:

This company has been using for some time on its trade-mark and in its literature the phrase "Catch Them Yourself or Buy Fowler's" as applied to fresh fish sold by us. Will you be kind enough to have this slogan registered in your files?

FOWLER SEA PRODUCTS COMPANY, INC.,  
KENNETH FOWLER,  
President.

### Appoints G. Logan Payne

The Sheridan, Wyo., *Post-Enterprise*, has appointed the G. Logan Payne Company, publishers' representative, Chicago, as advertising representative.

### F. V. Cole, Secretary, Penton Publishing Company

F. V. Cole, circulation manager of The Penton Publishing Company, Cleveland, has, in addition, been elected secretary. The Penton company publishes *Iron Trade Review*, *Daily Metal Trade*, *The Foundry*, *Abrasive Industry*, *Power Boating*, *Marine Review* and other publications.

Earl L. Shaner, a director of the company, is now managing editor of *Iron Trade Review* and *Daily Metal Trade*. J. F. Froggett, formerly editor of *Daily Metal Trade*, has been appointed senior editor of the Penton publications.

### Plan to Extend Pacific Northwest Advertising

The Puget Sound & British Columbia Association is planning to extend its advertising campaign in 1926. At a recent meeting, held at Tacoma, Wash., the association voted to ask its members to increase the advertising budget to \$75,000. The following cities are members of the association: Tacoma, Seattle and Bellingham, Wash., and Victoria and Vancouver, B. C.

The association estimates that more than 250,000 tourists visited the Pacific Northwest during the past season as a result of its advertising.

### Senator Copeland Sells Interest in Nyack "News"

Senator Royal S. Copeland has sold his controlling interest in the Nyack, N. Y., *Daily News* to John Martin, who has been advertising manager of the paper for the last three months. Senator Copeland bought his interest in the Rockland Printing Company, which publishes the *News*, last December.

### St. Louis Publisher to Open New York Office

The American Paint Journal Company, Inc., St. Louis, publisher of the *American Paint Journal*, the *American Painter and Oil Dealer* and the *American Painter and Decorator*, will open an office at New York on December 1. Arthur W. Wright, formerly of the *New York Commercial*, will be manager.

### Fred H. Eynatten Dead

Fred H. Eynatten, general manager of the Abraham Fur Company, St. Louis, died recently at that city. He was one of the pioneer raw fur merchants of St. Louis and directed the advertising of the Abraham company. He was fifty-two years old.

### M. J. Cohn Leaves Artemas Ward

M. J. Cohn has resigned as associate director of Artemas Ward, Inc., New York, subway and elevated car-card and poster advertising. He had been with this company for twenty-five years.



# How much do your salesmen cost you?

How would you like to have  
an army of interested sales-  
men, not paid,—yet active  
in your interests?

Let us tell the interesting story  
of your product to the American  
family, through the children.

They will work for you where  
your best work may be done  
—INSIDE THE FAMILY CIRCLE!

We know how to do it!

## Charles Francis Press

461 Eighth Avenue      Telephone Lackawanna 4300

Printing Crafts Building, New York

# Here is a Two-Color\*

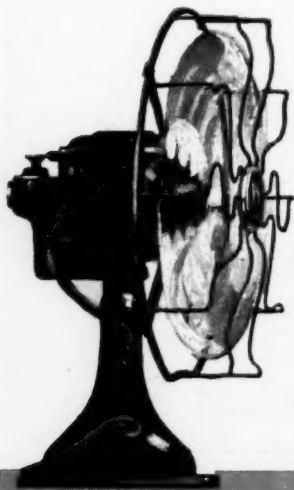
SOME advertisers think that OFFSET is suitable only for seven and eight color jobs.

For their benefit, this example of two color\* OFFSET is shown.

The truth is, OFFSET is rapidly becoming as popular for one, two, and three color advertising as it is for fine art reproductions. OFFSET attractiveness, OFFSET effects, and OFFSET appeals do not depend solely on the number of colors used.

## Call In An OFFSET Salesman

Let him show you miscellaneous samples of OFFSET produced in a various number of colors. Phone the lithographer nearest you who operates OFFSET presses.



Published in the interests  
of More Effective Advertising  
by The Harris Automatic Press Co., Cleveland,  
Ohio, Manufacturers of

**HARRIS**  
offset  presses

Ask your offset lithographer  
for the free book "OFFSET  
—that Something Different  
in Advertising."

Produced on a HARRIS Offset Press.

# Color\* Job by OFFSET

This subject is from a striking two color\* OFFSET piece by the Westinghouse Electric and Manufacturing Company.



\*Pictorial subject, without background, referred to.

**There is ONE  
Newspaper in  
Birmingham that  
Covers the ENTIRE  
Field ~ It is**

**The Birmingham News**

THE SOUTH'S GREATEST NEWSPAPER

*Advertisers know it!  
Their check books prove it!  
Here's the Evidence for  
October ~*

	NEWS	AGE-HERALD	POST
Local . . . .	8,550,626	4,005,428	2,737,350
Classified . .	1,492,400	1,131,396	236,040
National . .	2,100,532	1,045,478	395,192
TOTAL . . .	12,143,558	6,182,302	3,368,582

*These figures made possible  
not by Theory, or Selling  
Arguments but by One Fact—*

**RESULTS ALONE COUNT**

**The Birmingham News**

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.  
New York

J. C. HARRIS, Jr.  
Atlanta

KELLY-SMITH CO.  
Chicago

# A Plea for the Intellectual High Diver

He Is Needed Because Different Mediums Require Different Copy Styles

By Ralph Crothers

WHETHER advertising copy should be written in the language of the crowd, or whether it should attempt to carry over its message of facts in a style which is stimulating, will always be a matter of debate whenever copy is discussed. I find much to agree with in William Cameron's complaint\* against what he calls the "intellectual high diver." Or do I not? I can't quite make up my own mind.

Mr. Cameron says that pulling out the works of the old masters and telling the copy writer to emulate them is foolish. Literature and poesy, he thinks, are no part of business. A writer of copy, in his opinion, ought to be a walking storehouse of facts about the goods. He should shun rhetoric and talk figures. The stimulating style which puts thrill into a description of a battle will do nothing to increase the sale of cream cheese. These, and similar comments are thrown like half bricks in the general direction of copy writers who have suggested that a study of the old masters might improve advertising copy.

I agree with Mr. Cameron when he takes issue with those advisors of your copy writers who write first about one author and then another in an attempt to prove that they were great copy writers. Most authors had no intention of selling cream cheese and their writing shows it. But when the critic makes the statement that the as-

sorted truths of everyday variety should be told in a crisp and vibrant vein and then follows this statement with the opinion that one hour of instruction from "a seasoned campaigner" is of more value than a month's study of literary style, I cannot believe him.

I believe it to be true that any man or woman who buys a newspaper or a periodical, or who gets his or her reading matter in the street cars or posters, likes and appreciates facts when they are clothed in interesting style. And more style can be learned from authors than from old campaigners.

Why do we read? Everyone who can read started reading at some day in the distant past when, sick of facts and instructions from his parents, he turned to Hans Christian Andersen, Grimm, "Treasure Island" or "Nick Carter" to find adventure, to find new words, new ideas which stimulated the imagination.

Pete Davis, gas house worker, on his way home in a Subway train, is found chuckling over a new strip cartoon in which words and phrases like "Write it on the ice," or "Banana oil" or "Apple-sauce," give him the change he enjoys from facts, figures and ordinary conversation.

The man who interests the masses, whether he be cartoonist, sports writer or successful copy writer, knows that he has to say an obvious and ancient fact in a new and startling way. To my mind, "Write it on the ice" and other slang expressions which have been brought to our attention through the cartoons in the daily press, are brilliant examples of style. Moreover, they are often written by intellectual high divers. What a fanciful and highly-imaginative thought "Write it on the ice" is! A thing which is un-

\*The article by William Cameron appeared in the issue of October 29, 1925, on page 116, under the title: "The Intellectual High Diver Makes a Poor Copy Writer." An article setting forth similar views on copy writing appeared in the issue of October 22, on page 34. It was entitled: "Why Pick on the Poor Copy Writer?" A reply to the contentions made in these articles that the copy writer who studies the classics is wasting his time appeared in the issue of November 12, page 17, under the title: "Shunning Shakespeare."

believable, something which should not be said, a word which should be quickly forgotten—"Write it on the ice" says the author of the strip cartoon, and I claim he has achieved literary style when he says it.

One should stick to commonplace terms, Mr. Cameron thinks, because listeners are commonplace people—plain folks given to thinking of ordinary things, the crowd. But there are so many different ways of saying commonplace things. I know of a clock repairer who is a commonplace man. A clock which he has just cleaned for me will not strike. All right, I will write him a letter:

Dear Sir:—

The clock you cleaned for me keeps time but will not strike. Please send a repairman at your earliest convenience to fix it. There may be rust in the wheels which prevents its proper operation.

Yours truly,  
Ralph Crothers.

Here is another letter on the same subject:

Dear Sir:—

Since my hall clock was sent to your place to be cleaned it has gone (as indeed it always has) perfectly well, but has struck the hours with great reluctance. After enduring eternal agony of a most distressing nature, it has now ceased striking altogether. Though happy relief for the clock, it is not convenient to the household. If you can send down any confidential person with whom the clock can confer, I think it may have something on its works that it would be glad to make a clean breast of.

Faithfully yours,

This letter was signed by a writer named Charles Dickens, and I think his letter secured more interest and attention than mine would. Yet, Dickens could write the facts so earnestly desired by Mr. Cameron. Witness this famous and well-known passage from "Hard Times." Thomas Gradgrind, a man of realities who proceeds upon the principle that two and two are four, and nothing over, who has the multiplication table always in his pocket, asks girl number twenty in his school to give a definition of a horse. Sissy Jupe, the girl, is thrown into alarm by this sudden demand and falters.

"Girl number twenty unable to define a horse," said Mr. Gradgrind, for the general behoof of all the little pitchers. "Girl number twenty possessed no facts in reference to one of the commonest of animals. Some boy's definition of a horse. Bitzer, yours."

"Quadruped. Graminivorous. Forty teeth, namely twenty-four grinders, four eye-teeth and twelve incisive. Sheds coat in the spring; in marshy countries sheds hoofs too. Hoofs hard, but requiring to be shod with iron. Age known by marks in mouth." Thus and much more, Bitzer.

"Now the girl number twenty," said Mr. Gradgrind, "you know what a horse is."

Now, Mr. Cameron, you have your catalogue of facts. Now you, too, know what a horse is. In that way, all copy would be written if copy writers were to take your advice seriously and literally. What I think Mr. Cameron forgets is that the copy writer, though he may consider himself only a salesman on paper, must fit his message and his style to his audience. Simple words and short in some mediums; a totally different style in others. This change of pace requires a close study, not only of the mediums and the characteristics of the audience, but also a study of style. Sentences which make the reader think paragraphs, suggestion by means of omissions, appeals to the hidden storehouses of remembrance and anticipation below the reader's "no" mind; these and countless other style techniques have made, and always will make, advertising more effective.

The copy writer suggests "All in at three o'clock?" Shakespeare makes Henry V say, "Once more into the breach," when the lagging spirits of his men needed bolstering. All through literature are words, phrases, ideas which once influenced ordinary people. Modern versions of the same idea will do so again.

To get back to change of pace with change of mediums—good examples crowd in upon us at every hand. The Wahl Company, of Chicago, knows how to use "how" copy to convince bookkeepers, doctors and statisticians by marshaled facts, that its product has certain definite talking points which make it useful to them. Yet, in a publication which is noted

**We tell you  
frankly that you  
cannot "Cover  
Greater Detroit"  
with The  
Detroit Times  
alone—It is  
too far from being  
a *one* paper buy—  
but the Detroit  
Times reaches over  
220,000 families  
week days and  
280,000 Sundays—  
and that's a pretty  
fair sized market.**

for its articles, histories and biographies, I note a piece of copy which starts:

Have you seen the signature of that Elizabeth who was called Gloriana? Thin, uncertain, scrawly, done with a scratchy quill and imperfect ink, you would hardly think it was a Queen's.

A good example of change of pace, that, to fit the medium. The copy writer who is able to write his message to fit his audience must study more than facts about the product: he must study his audience as well.

There is perhaps no class of human beings who are more interested in facts than architects. Plans and specifications are an integral part of their daily existence. They want to know how, where and how much and why. Manufacturers know that, to secure attention, they must tell architects of installations, must give data of actual jobs. Yet, the most successful advertisers to architects clothe their facts in literary style. The United States Gypsum Company is telling architects about Pyrobar roof tile and that 15,823 square feet of it was used in building the Congressional Country Club at Bethesda, Maryland. Facts to present, but finesse is used. For the copy starts off:

Where Congress Swings  
its Mashie

Tucked in among becoming Maryland hills the new Congressional Country Club is a favored rendezvous of official Washington.

In one of the daily papers, I see an advertisement for a new restaurant which is full of facts as to its location and its prices. In a publication noted for its sophistication and satiric treatment of almost everything, I read the following advertisement for another restaurant, written in the same spirit as the editorial contents of the publication in which it appears:

The incident occurred only a week ago in the fastnesses of the frozen North, where hungry pterodactyls gibbered outside our tents. All about us stretched a vast waste of snow and ice. Our party, composed entirely of wealthy New York clubmen, prima donnas, and a few hearty souls from the Stock Exchange, had nothing to eat except a few ounces of wampum and a little dried Indian cookie-cookie. Somebody posed

the question, "If you were not here, where would you prefer to be?"

The answer came from every throat, "The CRILLON, naturally."

The Postum Cereal Company has presented much fact copy in its long advertising experience, yet in a child's publication I notice it uses the story of Tommy's adventure with the man in the moon. "Good evening," said the man in the moon, with a big, wide grin, "and much more in the spirit of adventure which so many children, and grown folks, too, like to read. It is extremely doubtful whether any copy writer would have worked out this sort of an angle from talks with salesmen alone.

While it is evident that Estey organs are not sold to the masses, I think again, as I write, of that remarkable piece of copy, so well fitted to the medium in which it appeared and so well suited to the product. It started:

It is midnight. Twelve solemn strokes from the old bell tower that keeps watch over the churchyard at its feet proclaim this fact and give signal for a strange scene.

The remainder of this piece of copy told of Saint-Saens' "Dance of Death," one of the stories in the Estey Musical Library "made available in all its picturesque imagery by the Estey Residence Pipe Organ." That piece of copy, I am sure, came from a study of the masters in both literature and music and it had a definite place in one company's sales plan.

Copy must fit both the product and the medium. Surely it is not safe to say that ideas for many products may not be secured from the yellowed pages of the past.

Even the art of versifying, so often abused by hard-headed business men and copy critics, has, in my humble opinion, a definite place in a certain type of copy addressed to a definite class of readers. To be specific, consider the National Biscuit Company. In publications read by grocers it has been able to present interesting facts and figures on turnover, profits, stock-keeping and the like. Undoubtedly, in publications going to doctors it could present an imposing array of



The Human Desire to Own the Best Suggests the Cadillac



**Own the Car You Long Have Wanted**

Value more remarkable than that of this fine Cadillac Coach is simply not to be had in the motor car market. For Cadillac has built—not merely a closed car at open car price—but a closed car in which outstanding value, quality and beauty go hand in hand.

Those who have viewed the Coach, who have observed the elegance and comfort of its large five-passenger body and experienced the powerful, vibrationless performance of the V-63 eight-cylinder chassis, tell us that the car confers new meaning upon Coach design.

And so, in steadily increasing numbers, discriminating purchasers are acquiring this fine Cadillac Coach, fulfilling their desire to own the best.

**'3185**  
S.A.A. Bond

CADILLAC MOTOR CAR COMPANY, DETROIT, MICHIGAN  
*Division of General Motors Corporation*

**CADILLAC COACH**  
A STANDARD IN THE WORLD



## *Every-issue Advertisers in Vanity Fair*

The readers of Vanity Fair have purchased many thousands of cars in the past four years.

The Cadillac Motor Car Company has seen to it that no one of these purchases has been made without consideration of the advantages of the Cadillac—because there has been a Cadillac page in Vanity Fair each issue of those four years.



## Planning the Industrial Campaign

This is the open season for campaign planning. 1926 is just around the corner.

Naturally, each product has its own set of conditions, but in the case of practically every article coming under the heading of "industrial products," the following basic questions must be considered:

***The number of industries covered.*** It is now generally appreciated that there is a limit as to how thin a campaign can be spread out. It takes a certain amount of effort to make an impression on a prospective buyer. Anything less than that is waste.

***The relative size of the industries.*** Other things equal, the bigger the industry, the bigger the market. (The textile industry ranks second.)

***The number of manufacturing units.*** This has an obvious influence on sales and advertising effort. (The textile industry leads all others in the number of large units. 95% of the total production of the industry is confined to about 6000 mills.)

***The business outlook.*** The average Advertising Manager prefers to "buy on a rising market." (The textile industry has fully recovered from one of its worst slumps. It is now well on its way toward real prosperity.)

***The relative merits of publications serving the industries.*** The importance of this question is obvious. It is completely discussed so far as Textile World is concerned in Section 4 of "How to Sell to Textile Mills." Sections 1, 2 and 3 of the same book will help you size up the textile industry as a market for your product.

You may have a copy of "How to Sell to Textile Mills" for the asking.

# Textile World

*Largest net paid circulation in the textile field*

Audit Bureau of  
Circulations



Associated Business  
Papers, Inc.

BRAGDON, LORD & NAGLE CO.  
334 FOURTH AVENUE NEW YORK CITY

facts concerning the food value of its products. Yet, realizing that children enjoy poetry, that "When We Were Very Young" has gone through some twenty-eight editions, and that other books of poetry have had tremendous sales, it offers this piece of copy in the current issues of children's publications:

Uncead Grahams sit up there  
Beside our mother's reading chair,  
And as each chapter is begun  
We all can eat another one.  
"Tomorrow night," said sister Mary.  
"Won't you read the dictionary?"

Is it not too broad a statement to tell a copy writer, then, that the study of old masters will merely tell him what not to do? To my mind, the ideal copy writer is a student not only of the language of Mike Piselski, the factory hand but also those of Robert Louis Stevenson and Milt Gross. I think he should know how Dave Bush, the grocer, talks and writes, and what he thinks about, but he should also study Ring Lardner and William Shakespeare, Zane Grey and Bernard Shaw, Victor Hugo and Michael Arlen.

Words are the copy writer's tools. If he is working on a large manufacturer's copy, he must address his sales message to many different types of people in many distinct and different mediums. He can obtain suggestions, ideas and better style from all the sources I have mentioned and many more besides.

The good copy writer will neglect no possible sources either because they are too new or too old. The more he studies and digs for facts, words and new styles, the better he will write and the more he will interest the different types of people who together make up our curious world.

### C. F. G. Meyer Heads St. Louis Chamber of Commerce

Carl F. G. Meyer, president of the Meyer Bros. Drug Company, and president, last year, of the Advertising Club of St. Louis, was elected president of the St. Louis Chamber of Commerce at its annual election held last week. He is a director of the St. Louis Better Business Bureau.

### Advertising Committee to Help Hospital Drive

Advertising interests are co-operating in a campaign which is being conducted to raise \$1,000,000 for the United Hospital Fund. This fund will be used to help meet a \$3,000,000 deficit facing fifty-seven New York hospitals which are jointly participating in this drive.

The fund of \$1,000,000 is being raised among New York industries and advertising and its related industries have received \$5,000 as their quota, with January 1 as a time limit. It should be stated that the money so raised is to be used to enable these fifty-seven hospitals to carry on their free work.

The committee in charge of raising the advertising industries quota includes Stanley Resor, chairman; Kerwin H. Fulton, Stanley Latshaw, Malcolm Muir, Louis Wiley and John B. Woodward.

### Pacific Coast Newspapers Adopt Merchandising Standard

A standard of merchandising practice for newspapers was adopted by the Pacific Coast Newspapers, at the third annual convention which was held at San Francisco on November 20. The convention was held under the auspices of the Bureau of Advertising, American Newspaper Publishers Association. Walter P. Burn, Pacific Coast manager of the Bureau, was appointed to carry out the resolution adopted by the newspapers of the various Pacific Coast cities. Newspaper advertising, questions of free publicity, radio advertising and further co-operative effort among newspapers, were topics of discussion. William J. Hofmann, advertising manager of the Portland, Oreg., *Oregonian*, presided.

### Davis Motor Car Account for Procter & Collier

The George W. Davis Motor Car Company, Richmond, Ind., has appointed The Procter & Collier Company, Cincinnati advertising agency, to direct its advertising account.

### Will Direct Holeproof Sales in Canada

Ralph L. Netherby has been appointed sales manager of the Holeproof Hosiery Company of Canada Limited, London, Ont., succeeding Willis G. Gray.

### Death of G. C. Kirm

G. C. Kirm, a pioneer outdoor advertising man of St. Louis, and president of the G. C. Kirm Advertising Sign Company, died at that city on November 7.



PHYSICAL  
CULTURE'S  
ADVERTISERS

*One of  
a Series*

## Out of the Trenches

War, with all its frightful toll of life and property, sometimes brings rich blessings to future generations.

Under the stress and strain of conflict Science often makes gigantic strides in a few months which in times of peace would require years or centuries.

An antiseptic solution, developed during the war for the treatment of wartime wounds, saved the lives of thousands of soldiers.

Zonite is an improved and stabilized form of this powerful antiseptic and germicide, far more effective than any dilution of carbolic acid that can be applied to the human body. Yet despite its great strength, Zonite is perfectly harmless to body tissues.

Because the manufacturers of Zonite realize that health is the paramount interest of its readers, Zonite is now advertised in Physical Culture.

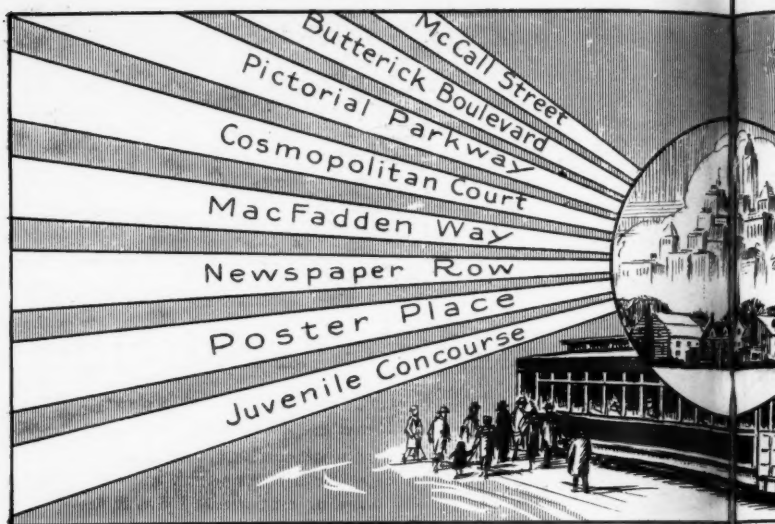
Almost anything can be advertised profitably in Physical Culture, but if your product has a health, sanitation, cleanliness, pure food, outdoor sport or similar appeal the success of an advertising campaign in Physical Culture is doubly sure.

# Physical Culture

W. C. W. DURAND, *Advertising Director*

1926 Broadway

New York



## All "Streets" are served

ONE of the most successful magazines has long used the happy slogan "McCall Street." Every city has its McCall Street but, at best, it is only one street.

How about Butterick Boulevard, Ladies' Home Journal Avenue, Saturday Evening Post Road, Pictorial Parkway, Liberty Lane, Cosmopolitan Court, Literary Digest Drive, Macfadden Way, American Promenade, Newspaper Row, Poster Place, Juvenile Concourse, Foreign Language Field, Illiterate Boundary and Ethiopian Walk?

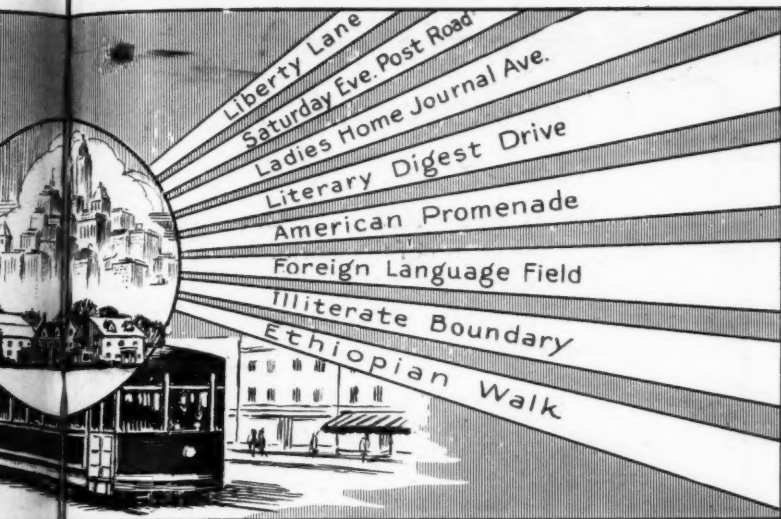
Official reports of street railway companies show that Street Car advertising reaches every home on every one of these "streets" every day.

Take Chicago as an example—it has a population of 2,800,000. The Chicago surface cars alone carry 125,000,000 passengers monthly which is an average of over 4,000,000 daily, or 1,200,000 more riders every day than the population.

Only 8% of the Chicago families live on McCall Street. Less than 7% take the Ladies' Home Journal and less than 5% take Good Housekeeping, and the figures, from the investigation of magazine circulations, by Mr. Jason Rogers show that their duplication is tremendous, which greatly reduces the number of different families reached by various lists of magazines.

Nov. 26, 1925

PRINTERS' INK



## served by the Street Cars

And how about the hundreds of thousands of people in Chicago, and every large city, who are not claimed by the magazines—the mechanics and laborers, skilled and unskilled, who earn large wages?

And how about the foreigners with their slight knowledge of English? And how about the illiterates? And how about the negroes? All of these people spend money and having larger families, they are much greater consumers.

And how much does it cost to use this medium which reaches all "streets" *every day*? On National contracts, you can place a card in every surface car of Chicago for the cost of ten inches of space in one leading Chicago newspaper.

I cannot conclude this announcement without repeating that the Chicago surface cars carry 142% of the population *every day*—135% is the average for the twenty largest cities.

*F. R. Barnard*

National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.

# { WE OFFER THE True Economy }

which has made New York City  
the printing centre of the world.

— Economy made possible by equip-  
ment famed for speed and complete-  
ness.

— Economy made possible by loyal  
craftsmen.

— Economy made possible by being  
able to fit the job to the press in-  
stead of adapting the press to the  
job.



ISAAC GOLDMANN  
COMPANY  
80 Lafayette St. New York.

Send for your copy of  
*The Golden Year Calendar*





# Studebaker Forces Press Agency Issue

A. R. Erskine, President of Studebaker Corporation, in a Letter to Leading Newspapers, Puts the Problem of Press Agency Squarely Before the Publisher

FOR many years PRINTERS' INK has insisted that the problem of eradicating the press agent disease is one for the publisher alone to handle. Time and again we have shown that the publisher who accepts press agent material for his news columns was but forcing the spread of press agency. What one advertiser gets in the way of concessions from a publication, a thousand others are sure to demand as their due. And the late-comers will demand more if they can get it.

There is no end to giving and no satisfaction for either party to the bargain—publisher or advertiser.

Looking at this state of affairs with a broad long-time view, it has been an easy matter for PRINTERS' INK safely to predict that the time would come when advertisers themselves would rise in revolt against this abominable business of press agency if publishers themselves did not clean house.

Last week the Studebaker Corporation of America, one of the large advertisers of the country, fulfilled this prediction. The president of that company has sent to leading newspaper publishers of the country a letter that speaks for itself. In it he says:

"As the publisher of a newspaper, you have doubtless read, listened to, and possibly been the author of, denunciations of the 'Free Publicity Evil.' In such discussions (among publishers, editors and advertising managers of newspapers) the automobile industry usually figures as chief culprit.

"This letter is to express the attitude of The Studebaker Corporation of America on this subject.

"Newspapers have done a splendid patriotic work in promoting good roads, improved traffic con-

trol, etc. Newspapers render great service to their readers by suggesting routes for pleasant tours, and by collecting and distributing road information. As long as this material is not associated with the boosting of any particular car, accessory, manufacturer or dealer, it is not 'free publicity.'

"At times, of course, there are items of real news connected with a business institution the size of Studebaker. These should find a place in the main news or financial section of every paper regardless of advertising schedules. But such genuine news can stand on its own feet with city editor and financial editor. It is not what we mean by 'free publicity.'

"'Free publicity' is the material which newspapers print about automobiles, accessories, dealers, factory officials, only because it is sent to them by the advertising department of an automotive advertiser. It is designed merely to get the name of an automobile, a man, or an accessory in the news columns.

"We are as much opposed to 'free publicity' as any editor. We consider it an evil and would be glad to see it eliminated. There is no more reason why you should print pictures of automobiles than of pianos and washing machines. Gossip of the automotive trade is no more entitled to space than gossip of the department stores.

"The practice of giving free publicity along with automobile advertising has been instrumental in increasing the rates for automobile advertising without proportionate return. It seems to us wasteful from the standpoint of advertiser as well as publisher.

"Therefore, we assure you that we shall not discriminate against any newspaper which eliminates free publicity entirely, but we do intend to insist more strictly than

ever on receiving our full share of free publicity in those newspapers which give it.

"We do not believe that any automotive advertiser places such a large proportion of his total appropriation in newspapers as does Studebaker—last year exceeding 90 per cent. We are surely entitled to a square deal from newspapers. We are not receiving a square deal if competitors who buy a similar amount of advertising space are given a larger volume of space in the news columns.

"We, therefore, intend in the future to check this matter carefully and to discriminate against those papers which are discriminating against us.

"In other words, we are quite content to receive no free publicity whatever, if all competitors are treated in the same manner; but if publicity is being used we believe that no competitor should receive a line more than Studebaker, except as he uses more advertising space."

Studebaker has done a good job in that letter. It has forced the press agency issue, by putting the handling of it squarely up to the publisher—the place where it belongs.

### E. D. Shaw and C. I. Putnam Join Hearst Papers at Boston

Edgar D. Shaw, who has been with the Hearst General Management at New York, is now publisher of the *Boston American* and *Boston Advertiser*. He succeeds Barrett Andrews. Mr. Shaw formerly had been publisher of the *Boston Advertiser* and, previously, was personal representative of William Randolph Hearst on the *Chicago Herald and Examiner*.

C. I. Putnam, who recently became assistant publisher of the *New York Evening Journal*, is associated with Mr. Shaw on the *Boston American* as assistant publisher. Mr. Putnam for several years represented the *Boston American* at New York, later joining the *Washington Herald* as business manager.

### Minneapolis Engraver Changes Name

The name of the Twin City Engraving Company, Minneapolis, has been changed to the Weston Engraving Company. J. J. Weston is president of the new organization.

## Advertising Is Not Black Art

TO impress upon members their responsibility in successfully bringing to a conclusion the opportunities which are created by advertising, the Independent Oil Men of America, in their association bulletin, "The Spread Red Eagle" offers some helpful comment for the guidance of its members. These suggestions are important because they force upon the co-operating members a realization that advertising opens an avenue of approach to the public and that a favorable reaction on the part of the public is largely dependent upon the business conduct of every participating member.

In warning its members against any seemingly trivial incidents that might result in discouraging an interested user of Spread Eagle products, the association offers the following advice:

"Don't think of this advertising as a kind of magic that will put you on easy street without any effort on your part. Advertising is not black art or magic;—but it is the greatest merchandising force in the world when properly used.

"Advertising, to be effective, must be truth. Every statement in an advertisement must be carried out by the advertiser. Every function of the business advertised must be geared right with the advertisement. If this is done there is no limit to what advertising will accomplish.

"Every advertisement of the Spread Red Eagle is your advertisement. The insignia directs the public who are in your vicinity right to your stations or pumps. Upon the way you treat the public, upon the way every Spread Red Eagle Independent treats the public—depends the growth of Spread Red Eagle Independent business.

"There was never a truer thing said, than that 'Every pleased customer is a centre of influence that makes business grow.' Remember that every time a motorist drives up to your station or pump."

# Sales, Where Salesmen Cannot Go

A Brief Dissertation on the Value of a Good Reputation

By C. M. Harrison

A good name is rather to be chosen than great riches, and loving favor rather than silver and gold.

Prov. 22.1

For I will make you a name and a praise among all people of the earth.

Zeph. 3.20

THE above quotations are renewed in the writer's mind as he contemplates an interesting business-paper advertising campaign now being carried out by the Baker R. & L. Company (the Rausch & Lang people), of Cleveland, in behalf of its Raulang automobile bodies. Lest it may be thought that an attempt is being made to show a knowledge of the Bible more profound than that of his fellow workers in the vineyard, it is hereby admitted that the writer has a good concordance—a highly valuable first aid to one who would trace the exact location of scriptural precepts that may have been placed in his mind long ago but with which he has not kept on intimate terms through the swiftly passing and multiplying years.

The R. & L. advertising, which is based on the general theme of "Where Your Salesmen Can Never Penetrate," emphasizes the thought that automobile salesrooms are where orders are taken but not where sales are made.

The actual selling operation, it says, is accomplished in clubs, offices, homes, hotel lobbies, smoking compartments, at poker games, over luncheon tables and wherever

else car owners and prospective owners meet and compare experiences.

True, indeed, and good sense as well.

Herein we see the paramount necessity of having a good name if one wants to sell anything—a need, by the way, more fundamental today than in all the pre-



## A Whisper Louder Than You Can Shout

**The Prospect:** "I saw Baird today with a new Famous sedan. It looked so good and ran so smoothly that I'm thinking of getting one. I've already seen a salesman."

**The Owner:** "Don't do it, White. You know we have a Famous coupe. The engine is fine, but the body doesn't match up. It just isn't built right."

**The Salesman (three days later):** "I wonder what happened to that man White. He seemed completely sold but now I can't even get in to see him."



Raulang Body Division THE BAKER R & L COMPANY, Cleveland, Ohio, U. S. A.

THERE IS SOUND PHILOSOPHY BACK OF THIS CAMPAIGN

vious history of business. And isn't the creation of this, after all, the real purpose of advertising?

"The secret of advertising in business," Henry P. Williams, of Williams & Cunningham, said in a recent address before the Engineering Advertisers' Association at Chicago, "is in being believed in. If you can get a man to be-

lieve in you, to trust to your honesty and the quality and honesty of your merchandise, you do not have to sell him. He buys. There is a big difference between selling a man something and getting him to buy."

As a part of the day's work, the writer studies many advertising campaigns. A large proportion of them fall short of their opportunities because they apparently are directed wrong end to. They are planned on the altogether erroneous assumption that advertising inevitably and necessarily sells goods.

Advertising is the means of making merchandise known to prospective buyers. It creates reputation because it keeps the good qualities of the product constantly before the trade—also in making the manufacturer so well known that he is forced to assume direct responsibility for his goods.

Let a manufacturer build up a high-grade reputation in the minds of the trade—and *keep* that reputation intact—and he has something "rather to be chosen than great riches." Competitors with unlimited capital may come along, build greater plants than his, put an army of salesmen in the field, cut under his selling price and they cannot touch him until they too have acquired a reputation.

This is the philosophy behind the Baker R. & L. Company's presentation of the truth that the greater proportion of sales are made where salesmen can never penetrate.

Good advertising, then, is a protection for the maker and the buyer alike. A certain automobile manufacturer built up a good reputation for his car and then, through some mistake or other, a weak axle was put in. In a very short time this was made known in the various places where the salesmen could not penetrate and sales fell off alarmingly. The defect was quickly corrected. This was ten years ago and the manufacturer, one of the country's leaders in his line, is still plagued by the effects of it.

Advertising can help create a

reputation. Honest and careful manufacturing can increase it and keep it. Then sales come as a matter of course.

Some manufacturers, secure in their knowledge that they have a worthy product, make the mistake of thinking that they do not need to advertise because of this force which the Baker people are talking about. Henry Ford, up to three years ago, thought that enough people were spreading around the reputation of Ford cars to keep the sales constantly up to the absolute limit of output. But now he sees that there has to be something continually at work telling people about his cars so as to accentuate the reputation he has gained.

All this is somewhat preachy, possibly due to the influence of the two Biblical quotations. But it is well now and then to discuss these principles in a serious way, even though nothing particularly new may be brought out. The discourse will be closed with one more observation.

Everything and everybody connected with a business is an advertisement for that business, good or bad. There can be bad advertising as well as good. Good advertising allied with good merchandise will create a reputation that will cause sales to come in automatically. The purpose of advertising is not to sell goods but to create a willingness to buy goods.

### Motor Accessory Associations to Merge

At a recent meeting of the Automotive Equipment Association, the members approved the proposed merger of that organization with the Motor and Accessory Manufacturers Association. The merger will not take place until approved by the latter association.

### E. C. Schmertz Dead

E. C. Schmertz, who had been with the Lay Company, Incorporated, New York, advertising agency, as account executive for the last four years, died recently at New York.

### New Tire Chain Advertised

Automobile trade papers are being used to advertise a new tire chain called the Hoff. It is manufactured by the Hoff Metal Products Company, New York.



## Everybody Works in Washington, D. C.

Out of a population of 455,553 men, women and children there are 236,027 men and women who are gainfully employed—65,000 in the government service alone—and their semi-monthly income is \$4,416,666.

If the others earn in like ratio there are nearly FIFTEEN AND ONE-HALF MILLION DOLLARS paid out here twice a month.

Washington is a good market for every good product—because Washingtonians have money to spend. And it is one field you can cover completely with ONE NEWSPAPER. The Star—Evening and Sunday—is read by practically everybody in Washington.

Send for "Facts About Washington"—it contains the statistics you need to thoroughly understand this market and its possibilities.

# The Evening Star

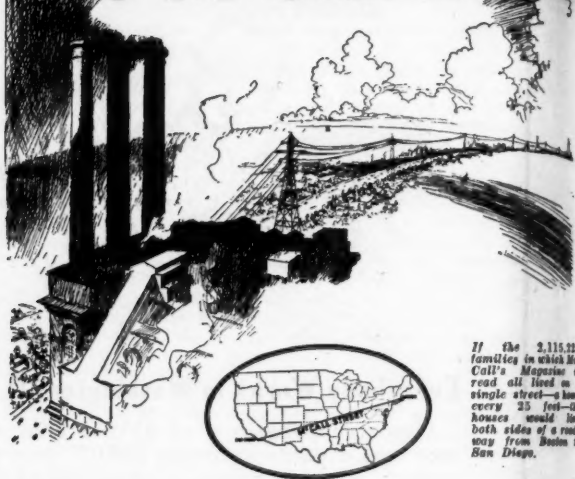
WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE  
Dan A. Carroll  
110 E. 42nd Street

CHICAGO OFFICE  
J. E. Lutz  
Tower Building

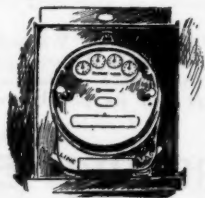
# The McCall Street S



If the 2,115,218 families in which McCall's Magazine is read all lived on a single street—a home every 25 feet—the houses would line both sides of a roadway from Boston to San Diego.

## *Advertisers Need a Voltmeter*

What the advertiser really needs is a voltmeter to measure the voltage of circulation. Unfortunately there is no such instrument, yet. So he has to depend on judgment and constructive imagination. Without these two



qualifications no good advertising can be done. The next best thing to a voltmeter is the visible evidence of results, and in this respect the weight of evidence is overwhelmingly in favor of McCall's.

# McCALL'S

# ect Super-power Plant

**A Dynamic Force in over 2,100,000  
Homes, furnishing Advertising  
Super-power to American Business.**

The New York Edison Company supplies light and power to over half a million homes and businesses.

McCall's Magazine furnishes light on the important problems of living to more than two million homes. It applies the power of knowledge to the wants of nearly ten million people.

McCall's furnishes advertising super-power to the manufacturer who seeks to create or maintain national distribution for his product. McCall's is a dynamic force in these two million and more homes into which the current of its influence is carried. Its high-tension conductors radiate out into every town, city and state in the Union.

The tremendous voltage back of the advertising pages of McCall's Magazine is simply the harnessing of the great forces which have caused the upward sweep of McCall's.

These forces are: large circulation at lowest rates, reader alertness, responsiveness, prestige, public acceptance, and visibility of advertising, which constitutes the real advertising value of a magazine.

Intelligent advertisers today are measuring these dynamic forces back of McCall's and are applying McCall's super-power to their own sales-promotion campaigns.

The great Niagara Falls power plant is rated at about half a million horsepower. McCall Street is rated at six billion dollars' buying power.

THE McCALL COMPANY, 232-250 West 37th St., New York City

Chicago

San Francisco

Boston

Atlanta

Toronto

# S MAGAZINE

# SEVEN HUNDRED THOUSAND SUBSCRIBERS

ALL PAID IN ADVANCE  
DELIVERED BY MAIL

\$2.75 the line

\$1,550.00 the page

## *The* **HOUSEHOLD JOURNAL**

IRA E. SEYMOUR, *Adv. Mgr.*  
Batavia, Illinois

Chicago Office  
Rhodes & Leisenring, Managers  
Bell Building, 307 Michigan Blvd.  
Central 0937

New York Office  
A. H. Greener, Manager  
118 W. 39th St.  
Room 834



# Leisurely Selling

It Is Quite Different from Indolent Selling

By Jesse Calvin

A DETERMINED, energetic young man of probably thirty-two was sitting beside an equally determined and energetic appearing young man of probably twenty-five. As the train was jerking and shifting along, the older man was talking rapidly and seriously and the younger man visibly absorbing it.

"Now, you've got all the talking points down pat. And there isn't a reason in the world why the dealer shouldn't buy. And you can sell him. You can get each man right down the line. He has to have our goods and you are the man whose job it is to supply him. But while you and I can sit here and realize how important it is for the trade to be well stocked with our goods because of the low price and the big advertising campaign and all the other things, you've got to remember that nine merchants out of ten are not going to see through this proposition until you have sold it to them.

"This thing won't sell itself. Nothing will. If a line sold itself, you and I would not have any jobs. We've got a good proposition but we've got to take it up to the buyer and sell him on it. And you've got to start early in the morning and go to it until the last thing at night, because you've got to make ten sales a day to be on your quota. So you can't stand for any monkey business or stalling. You've got to work fast and hard and not let a man slip away from you. Figuring the time it takes between calls and allowing yourself a margin of safety, you want to look at your watch when you go into a man's store and make it your business to be out again with the order in half an hour."

To all of which the younger man listened in rapt awe. Evidently, he had just finished the company's training course. Now he was ready to start to work on a terri-

tory of his own and his territorial head salesman was giving him the last final touches before the train stopped at the small town which marked the opening of his own particular territory.

Nearby, there sat a prosperous looking individual who was, apparently, in his fifties. He was listening to the conversation but not in the amused way in which one would expect a large, comfortable, plump individual to listen to a pep talk to a young salesman. On the contrary, he listened with what was evidently real interest.

## CLOSED A \$100,000 SALE

When the train had discharged the younger salesman, the eavesdropper turned to the older salesman and said: "I was interested in your effort to get your salesman on his toes. I happen to be a salesman myself. Have been for a good many years. I suppose it takes all sorts of men to make a world—all sorts of prospective buyers and all sorts of men to try to sell them. You can understand, of course, that even though that young man's salary is probably only \$125 or \$150 a month, I don't think I could earn it. And yet my twin brother, who is as much like me as one proverbial pea is like another, and who is also a salesman for the same house I sell for, has just closed a \$100,000 sale. It took him five weeks to do it. I happen to be a little more familiar with one of the pieces of machinery involved in the sale so I am going out to the place where the addition to the factory is being built, to help plan for its proper installation.

"It is a marvelous thing to compare two extremes of selling. Here you tell your man that he absolutely must close ten sales a day and here my brother has been at one sale for five weeks. And many a time I have taken six to eight to ten weeks, and so has he,

just to bring one attempt to sell to a conclusion and sometimes we get the order at the end of such a period and sometimes we do not."

"Well," replied the snappy head salesman, "all I can say is that I hope some day I can land a job like that. I suppose, if you go in for big orders like that, you probably have no limit to the hotel bills and meals and entertainment allowance."

"You are correct on that score. The expenses that are often a part of this selling job are frequently appalling, especially when the sale does not go through."

"I'd like a job like that some day," the younger man mused. "Instead of having to hammer away, day after day, week after week, peppering up men to do the impossible at \$150 a month—just go along easy and peaceful and take your time and make a \$100,000 sale and no doubt make money in proportion. A man can keep that up until he's a hundred. That's what I'd call leisurely salesmanship—living and playing as you go."

"Leisurely salesmanship," the older man caught up the phrase. "That's rather good. Yes, you might call it that. But there is a side to it which maybe you don't understand. Keep in mind that you have to close a good percentage of those sales during the course of a year. They run into big volume, and you don't get any ten chances a day to close one. When you do get a man in the frame of mind where he wants to buy, you have to be nimble and fast and aggressive and active and all that, because if you fail to close when it is time to close, he may slip away from you to a competitor and then weeks and weeks of work have gone for nothing."

"Your fast, high-pressure type of selling and our leisurely type remind me of an argument I heard a few weeks ago between a tennis enthusiast and a golf enthusiast. The tennis man was a fine athlete who had turned up his nose at golf and insisted on having a game that had real exercise in it. The golfer, a much older man, assured the tennis man

that a match between the two would have some surprising physical effects on the tennis fan.

"So the match was arranged. The tennis expert felt he could hardly win the match from the golfer, but he was sure he could slap the ball about without incurring any bad physical effects."

"It had been agreed in advance that the tennis fan, although he was no golf player and the score would not count, had to keep at it until he had completed eighteen holes even though he took a thousand strokes to get home, and then immediately after, he was to play a tennis match with a player ranking considerably below him, whom he had steadily beaten with ease, and the old golfer was betting on the inferior tennis player."

"The golf match got under way. The middle-age golfer moved through the game and wound up with a score of ninety-four. He had smoked several pipes as he strolled along, waiting for his opponent. After four hours, the match came to an end when the tennis expert, playing with his eleventh ball, finally sunk his last putt for a score of 180. Then, thoroughly exhausted, mentally as well as physically, he played and lost the tennis match."

#### THE MORAL

"Now the moral is this: On the face of it, many a game appears tremendously simple and easy. Just as golf, which appears to be devoid of all physical and mental exercise, really calls for a considerable mental and physical strain, alongside of which the drive and dash of tennis is often comparatively mild, so does this leisurely type of selling carry with it a mental and accompanying physical strain, going on day after day and week after week, which is only too little understood."

"Leisurely salesmanship" is probably more or less a misnomer. But for want of a better phrase, let it suffice. Leisurely salesmanship is not generally taught by the schools of salesmanship. It does not appear by name in the manuals supplied to salesmen. But leisurely salesmanship is a fine and wonder-

No. 2 of a Series

## AUTOMOBILE AND ACCESSORY SALES IN SOUTHERN CALIFORNIA . . . and the medium that leads in making them

EXAMINER	_____	\$210,134
2nd Paper	_____	\$145,520
3rd Paper	_____	\$91,656

**A**S IN furniture sales, The LOS ANGELES EXAMINER is also FIRST in the sale of automobiles and automobile accessories in Southern California's rich market.

For the last quarter—August, September, October—automobile and accessory advertisers in Los Angeles used \$210,134 worth of space in The LOS ANGELES EXAMINER. That was \$64,614 MORE than was spent in the next paper, and \$76,864 MORE than in the third and fourth papers COMBINED!

SALES are measured in dollars and cents; not in lineage! When automobile and accessory men of Southern California territory place their appropriations, they invest the bulk of their money in the newspaper that is bringing the most returns.

On the business-like basis of dollars and cents, The LOS ANGELES EXAMINER is in the lead in nearly EVERY classification in its field. We will give the actual figures from time to time.

Los Angeles Examiner merchandising service operates on a practical, helpful basis that saves thousands of dollars annually to advertisers using it. Write for the details.

165,000 daily

380,000 Sunday

# Los Angeles Examiner

BROADWAY AND ELEVENTH  
LOS ANGELES

**LARGEST**  
morning  
Sunday  
circulation  
west of  
St. Louis

JOSEPH CONNELL  
Pacific Coast Representative  
571 Monadnock Bldg.  
Telephone Garfield 3858  
San Francisco

W. W. CHEW  
Eastern Representative  
1819 Broadway  
Telephone Columbus 8342  
New York City

WM. H. WILSON  
Western Representative  
915 Hearst Bldg.  
Telephone Main 5000  
Chicago

ful art which is going on all the time, even in the most highly geared up sales departments.

Probably if we called it long-drawn-out salesmanship, it might better tell its own story.

The sales manager with a large force of men, all driving rapidly through the day's work and the month's work, must, or usually does, at the same time have on his own hands a selling job which takes months and perhaps years to do. The job of getting a board of directors to realize the wisdom of a large advertising campaign or a larger sales force, is not something which a sales manager can make up his mind to do and then accomplish in an hour. No dynamic explosion in the office of the president of the company is going to give him the extra appropriation then and there. His salesmen may have to make the sale or lose out in a half hour's interview with retailers, but he, himself, can't hope to get the thing off his mind in a half hour, when the thing to be sold is a change of policy and putting up \$1,000,000. I have known sales managers who have taken years to accomplish what they knew they had to accomplish to make successes of their jobs. It could hardly be called leisurely salesmanship. But it took time.

One salesman, selling refrigerating machinery, or rather, complete refrigerating plants, running into many thousands of dollars, told me he worked five years on one prospect. It is true he saw him only at intervals, but during all that time there was going on the steady, building-up process which finally brought the prospect to the point where the deal was closed.

I know a man who had prided himself for years, on the fact that no insurance man ever sold him a policy. Then, one day I was told that he had just signed an enormous policy. When I asked him about it he said: "That just goes to prove one of the things I have always said. These insurance solicitors aren't salesmen. I always did feel that insurance is a good thing when one is ripe for it. But none of those chaps who called

on me ever could sell me a dollar's worth. When I got ready to buy, I bought."

"Who from?" I asked him.

"From a man named Franklin. He's not a salesman at all, it might interest you to know."

I let it go at that. I did not want to spoil his dream by telling him that Franklin is selling thousands where the average man is selling hundreds of dollars' worth of insurance. But where one man coaxes the prospect to buy, he teaches them, painlessly, why the prospect wants it. The prospect does not feel that he has been sold insurance; he thinks he has bought it. But because Franklin did not appear to be hurried, other salesmen thought he was not exerting himself.

That is the danger point in this thing called leisurely selling. The general run of salesman is apt to confuse it with lazy or indolent selling. Whereas, the fact of the matter is that it represents the most daring type of selling imaginable.

### The Forward Pass in Football and Business

Using a double page business-paper spread, The Graham Glass Company, Evansville, Ind., recently used a football play, the forward pass, as a copy theme. The copy was of timely interest, appearing during the football season.

The left hand page bore an illustration of a section of a stadium during a football game showing a forward pass being executed. On the opposite page, under the caption "The Forward Pass," the text read as follows: "Great gains are made on the gridiron every fall by the forward pass. A thrilling and skilful means of making a rapid gain toward the crown of all endeavor—victory."

"And the Graham Glass Company is not lacking a forward passing combination. Always on the alert for new and more direct methods of manufacture—conscientiously striving to improve an already accepted quality product they have been pioneers in the making of better beverage bottles."

In the foreground of the picture a vendor of bottled beverages is shown.

### G. C. Carr with Cowden Manufacturing Company

George C. Carr has joined the Cowden Manufacturing Company, Kansas City, Mo., garment maker, as publicity director. At one time he was with the Hower Advertising Agency Company, Denver, Colo.

*If Every Agency Man knew what every hardware man knows, Hardware Age would be on every hardware list.*

## The Human Side of a Great Business Publication

*Back of every great enterprise is a human element contributed by those men whose experiences and personalities are reflected in that enterprise.*



Dalton M. Andrews, Western Editor



**D**ALTON M. ANDREWS graduated into the **HARDWARE AGE** editorial staff from the trade associations. For eight years he was field secretary of the Minnesota and South Dakota Retail Hardware Associations; his job was to travel continuously among the members of those associations, helping them in matters of store arrangement, buying and selling, as well as advising them in the conduct of their business.

He has installed accounting systems in a great many stores, and was instrumental in organizing permanent credit bureaus for the interchange of credit information in over fifty towns and cities.

As Western Editor of **HARDWARE AGE**, with headquarters in Chicago, Mr. Andrews continues to offer the benefit of his wide experience personally to merchants of the Central Western States, and through his articles, to the entire hardware trade. His market reports, analyses and forecasts for the Central West form a very important feature of the service **HARDWARE AGE** renders its readers.

The securing of Mr. Andrews for this important editorial post is but another example of that enterprise, which through the creation of an organization of able business writers and counsellors, has earned for **HARDWARE AGE** the respect and interest of its readers, and caused it to become in ever increasing measure, the outstanding medium of merchandising and sales development for the entire hardware field.

### Advertising Managers and Agency Executives!

Send for your copy of "How Can I Increase My Sales Through the Hardware Field."

"The Most Influential Hardware Paper"

# Hardware Age

A.B.C.

A.B.R.



239 West 39th Street New York City

# PICTORIAL REVIEW

The net paid circulation of our  
August issue was

**2,317,000\***

The net paid circulation of our  
September issue was

**2,330,000\***

The final figures for October  
are not yet available but they  
will be substantially higher—in  
fact *the largest circulation in the  
history of the magazine.*

**F**OR over three years, 37 consecutive months, Pictorial Review has sold over 2,000,000 copies each and every month, establishing beyond question its stability and creating a record never equalled by any other monthly magazine.

This consistent and regular growth in circulation is clear evidence of women's appreciation of Pictorial Review's editorial appeal.

In advertising, January 1926—forms for which just closed—shows a gain over January last year of 27%.

*\*These figures are equalled by only one other woman's magazine, and this publication sells at 10c. a copy as compared with Pictorial Review at 15c. a copy.*

## *You must act now!*

Representation in the Annual Show and Reference Number of MoToR is now a matter that requires immediate action.

*Final advertising forms close on December 10th at 5 P. M.* This means that every piece of copy and every cut must be in our New York office by the time specified.

Remember the type size of the page— $8\frac{1}{4}$ " by 12"—prepare copy at once and forward it without delay.

Remember too, that 60,000 dealers and owners walk up to the newsstands and pay \$1.25 for this big issue, while another 40,000 trade readers receive it as part of a yearly subscription.

You still have an opportunity to participate in the Show Number—but *you must act now.*

## MoToR

*"The Automotive Business Paper"*

EARLE H. McHUGH • Business Manager

119 WEST 40TH STREET, NEW YORK

Boston American Building • BOSTON  
Hearst Building • CHICAGO

Bellevue Court Building • PHILADELPHIA  
Kresge Building • DETROIT



# The Clerk and How to Build Him

Jobber Makes Salespeople Centre of Retail Merchandising Plans and Establishes Important Principles

By G. A. Nichols

THAT interesting example of dealer co-operation known as the sales plan can be a powerful element in making the retail store salesman better—and he needs all the help that can be given him, as he is the weakest link in distribution, although one of the most important.

This is a principle that has been established by Carson, Pirie, Scott & Company, Chicago wholesale drygoods house, after several years of experimentation in an effort to increase the effectiveness of its dealer helps in moving large quantities of merchandise quickly.

In common with other manufacturers and jobbers who properly base their whole advertising appeal on the thought that they can grow as retailers grow, the firm has learned that the best selling idea is only as strong as the people who stand behind the counters and sell goods, or pretend to. It also believes that in the development of the clerk is to be found the most effectual means of inducing the dealer to buy goods in larger lots—a problem that is causing most producers and distributors considerable worry right now, as we all know. He buys more because he can sell more.

Looking back over a period of ten years, Carson-Pirie can see a great improvement in retail salespeople. The gum-chewing miss who is frankly bored when a customer appears before her counter and asks for the privilege of buying something is seldom encountered now. Store managements, through the imposition of stringent rules, have wrought many important changes for the better. Sales-girls are of a better type. So are the so-called "counter jumpers" of the opposite sex.

But the improvement, sad to relate, has been largely external. In

the cultivation of the *inside* part of the head there is almost immeasurable room for advancement. The job of driving in a bit of merchandising sense is yet to be done. Manufacturers are realizing as never before that it is largely up to them to see that retail salespeople are worked over as far as possible from mere pieces of machinery into actual sellers of goods.

"Of course," as one manufacturer put it (and he is dead right), "the salespeople, generally speaking, are not a great way behind the boss himself in their lack of merchandise understanding and selling ability. With the exception of the larger stores, the percentage of incompetents among retailers is woefully high. They simply do not know what it is all about. They cannot train their assistants because they themselves are lacking. The tragic part of it is that these incompetent dealers seldom are willing to admit their failings. They think the trouble is all the salespeople. This is why it is that any plan for improvement must necessarily come from the firms who sell the retailer and are therefore bound up in his success."

## CLEVER PSYCHOLOGY

When manufacturers exert themselves, then, to make salespeople better, they are using some clever psychology which reacts on the dealer. He gets the effect of the instruction and profits from it, thinking all the while that the other fellow is meant.

How shall the store sales force be improved?

The Carson-Pirie idea is that the first step in the process is to convey to them something of the advertising sense—to make them have an important and active part in the actual creation of business. Most men and women behind the

counter believe their function is wholly that of meeting customers who enter the store already partially sold, and take care of their requirements. Give them something to do, however, that will help bring the people in—assist in the creation of business, in other words—and they at once get a broader view of what constitutes store salesmanship.

"Talk to them about advertising, though," remarks J. R. Ozanne, advertising manager of Carson, Pirie, Scott & Company, "and they might get the idea in a hundred years or so if they could remain active that long. Approaching the thing in an academic way is a waste of time and energy so far as the rank and file are concerned. Pep talk, so-called, is similarly useless. What you have to do is to give them some actual work to perform, in the development of a selling idea, where they can see the results come in. Then they will assimilate the advertising idea gradually and naturally without any trouble."

#### "TOWEL LANE"

An example of what Mr. Ozanne means is to be seen in the development of various retail store selling plans by his firm. The fundamental feature of these plans is that the firm is selling an idea and not merchandise. It formulates all the machinery for staging a special merchandising event, of which a recent instance is a sale called "Towel Lane." Every detail is thought through in advance, including the advertising, store display, window trims and direct-mail pieces. Then the completed proposition is offered the retailer.

If he likes the plan, his first reaction usually is to inquire how much merchandise he must purchase to have the privilege of putting on the sale. He is much surprised to learn that there are no requirements in this line at all. If he wants the sale, all he needs to do is to say so. Experience has proved that he buys more liberally under such circumstances than when cut-and-dried requirements are made. Indeed, the plan is con-

stituted on a basis that requires a great deal of merchandise to carry it out. The first thing is to get the dealer enthused over the plan. His buying comes as a matter of course and need not be worried about.

After the dealer accepts the plan and orders his merchandise, some person from the Carson-Pirie advertising or sales department goes to his store and personally supervises the preparations for, and realization of, the event. And here is where the work on the store's sales force comes in.

The wholesaler's representative, soon after reaching the store, has a meeting of all the salespeople and explains the plan to them in full detail. He must be a good talker, able to tell his story in a way that will create enthusiasm.

Following the talk, the representative supervises the physical preparations for the event and in this the salespeople have an important part.

Towel Lane gets its name from the fact that to carry out the sale idea the dealer has to dress up the centre aisle of his store to represent a lane. The entrance to the aisle is made attractive by an arch fashioned out of two-inch weather stripping, covered with natural or preserved leaves. Or the arch can be made out of lattice strips painted white and decorated with hanging baskets, potted plants and vines.

All the way through the lane a stocky showing of towels must be made. The store is instructed to pile them up on tables and counters. A number of attractive display units are put in to vary the effect. Detailed directions for building the special window displays are given.

After hearing the Carson-Pirie representative's discourse on the Towel Lane idea and working with him on the physical preparations for the event, the salespeople have gained some valuable lessons in store and window display as a necessary adjunct to successful selling.

And then comes the advertising. The conventional procedure is

that the salespeople have no part in this. They seldom know what the firm is going to advertise until they read the newspapers. But in the publicity for Towel Lane and similar sales they have an important part, upon which the success of the event largely depends.

There is liberal use of newspaper space, of course, with the copy and necessary illustrations supplied by the wholesaler.

Supplementing this, there is some valuable advertising done by the salespeople by means of letters and cards. Each salesperson is asked to turn in a complete list of her acquaintances and personal customers. To these are sent out letters over the name of the saleswoman. One letter reads like this:

Dear Madam:

This is your personal invitation from me to visit Towel Lane this week.

We have had a good many inquiries as to just what Towel Lane was. Some folks thought it was a new amusement park. One person told us she thought we had started selling real estate and that Towel Lane was a new sub-division—but of course it isn't.

*Towel Lane is the biggest event in towels that you have ever attended in all your life.*

The display will be ready beginning Tuesday morning August 11 at 8:30 o'clock. You will see more towels than you thought there were in the entire State. Big burly bath towels, long-wearing hand towels, shaving towels, exquisitely finished guest towels—towels for the kitchen—towels for every purpose.

Towel Lane will be a big surprise to you. We want you to bring your friends to this interesting event which we have planned.

Yours very truly,

P.S. When you come to Towel Lane you will meet "Big Ben."

Then each member of the sales force is supplied with a quantity of invitation cards to be distributed to customers and prospects. The invitation, printed in blue ink on a white card  $2\frac{1}{2} \times 4$  inches in size contains this wording:

You are invited to TOWEL LANE.  
Present this card at the store and ask to see the important specials on

**SAXON TOWELS**

Salesperson .....

The salesgirl signs the cards and distributes them in any way she likes. For a week before the sale

begins she gives them out to all customers with whom she comes in contact in the store.

Each person to whom a card is given is asked to bring it into the store when she visits Towel Lane. The three salespersons whose names appear on the greatest number of cards thus turned in are given prizes.

The almost universal experience in stores large and small is that this contest stirs up any amount of interest and enthusiasm. The salespeople quickly catch the spirit of the thing and advertise the event far and wide. Whether Towel Lane is staged in large retail establishments in cities such as Detroit, Kansas City and Milwaukee or in less pretentious stores of which those in Champaign, Ill., and Lake Geneva, Wis., are types, the interest is the same.

The spectacular sale usually is highly successful, thus giving the salespeople a concrete illustration of what live and properly applied selling methods can accomplish. Thus they learn something and do something. Their vision is widened and their self-respect is increased—and all without any preaching or frothy ginger talk.

The good effects gained by one sale of the kind are increased later by others. Carson-Pirie has an imposing list of special sale ideas covering a considerable range of merchandise in which the same general plan is worked out. In each instance the store's sales force is made the medium through which most of the advertising is done. After a succession of such events it is only the hopeless and impossible person who fails to learn something that enables him to sell more goods.

The Towel Lane plan has been referred to as daring. It is just that. It fractures the dignity (or should we more than properly say pokiness?) in the old line dry-goods store. Guessing contests, a profusion of pennants and other decorative material down the lane, jazzy window and interior displays, girl clerks with dresses made out of Turkish towels—these are unconventional things to be sure, but they jolt the way open for in-

creased sales. Moreover, these are the features that attract and hold the sympathetic attention of the clerk—the person who, after all, sells the goods.

The Halbach-Schroeder Co., a large department store in Quincy, Ill., always a conservative and highly "proper" establishment, got into the spirit of the towel sale to the extent of having a traffic officer in charge of Towel Lane. The officer was a small colored boy dressed in khaki uniform such as is worn by the Quincy traffic policemen. There was a "Stop" and "Go" signal and the youngster blew a whistle at regular intervals. An ordinary clothes line was strung down the centre of the aisle and towels pinned on this with clothes pins.

"It pays to stir things up once in a while," the merchandise manager of this store tells PRINTERS' INK. "We sell more goods, get many people into the store and impress our salespeople with some important principles that we could never get across through mere talk."

The whole plan is carefully thought through with this main purpose in view. There is not a single hit-or-miss feature about it. The sale is substantially a short course in merchandising with all the frills and false dignity left out and with any amount of hard pan merchandising ideas packed in. The salesperson who is at all alive after going through one of these sales, can learn more practical and usable things about buying, and the multitude of elements that centre into successful selling, than he could in a year in the ordinary course of events. It takes something sensational now and then to crack things open in a retail store. Salespeople, as well as proprietors, can go to seed.

A significant development is that some of the most substantial and highest class drygoods and department stores of the country—particularly those in the Central West—are using entire plans such as Towel Lane. The idea appeals to them because of its immediate sales probabilities and, most of all,

for its beneficial effect upon the sales force.

It is all done out of practical realization of the well-known fact that building up one's sales force is the way to gain merchandising success on the cumulative basis.

### Advertising Played Early Part in Citrus Fruit Industry

Advertising was first introduced in the California citrus fruit industry in 1870, to interest the East in a 4,000 acre tract opened up for the growing of citrus fruits. According to a booklet, "The History of the California Fruit Growers' Exchange," which was recently published by the Exchange, the advertising was evidently effective, because colonists soon began to settle in that section and plant citrus groves.

The booklet is the result of a year's research work by Miss Rahno Mabel McCurdy, assistant secretary of the Exchange, and covers the history of citrus fruits from the first knowledge of oranges in China in 1178 to the present day. Oranges were first introduced in America in 1769 by Spanish missionaries at San Diego. Commercial growing of oranges was begun in 1841 where the city of Los Angeles now stands. Beside historical facts, the booklet also contains comprehensive records and statistics of the industry which in the season of 1924-25 had a crop valuation of \$93,581,263 in California alone.

The volume was prepared in the belief that the story of the struggles of the fruit growers to stabilize their industry would be helpful to other producers, as well as being an interesting bit of agricultural history.

### Maker of Perfection Stove Products Changes Name

The name of the Cleveland Metal Products Company, Cleveland, manufacturer of Perfection kerosene-burning household devices, has been changed to the Perfection Stove Company. The change was made to identify the company with its advertised trade-mark, Perfection.

### Electric Auto-Lite Profits Gain

The Electric Auto-Lite Company, Toledo, Ohio, reports a net profit of \$2,367,017, after charges for the ten months ended October 21, compared with \$1,274,942 for the same period last year. Net profit for October amounted to \$290,054, against \$117,469 in October, 1924.

### Aetna Life Adds to Advertising Staff

George K. Gordon and Francis Robinson have been added to the advertising staff of the Aetna Life Insurance Company, Hartford, Conn. Mr. Robinson was recently with the Hartford *Connecticut*.

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# 19 to 73

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**I**N 1916, with 136 Fifth Avenue coaches in operation, 19,195,000 passengers were carried. During the year of 1925, on a conservative estimate, 73,000,000 passengers will be carried in 400 coaches.

The advertising rate per coach has remained the same, although each coach is now carrying, *inside*, an average of 190,000 passengers per year as against an average of 140,000 passengers per year per coach carried in the smaller coaches which were in operation in 1916.

No standees are allowed in the Fifth Avenue coaches. Every passenger has a seat, from which seat he can see the advertisements.

It costs you twenty cents a thousand to reach passengers through a card in the side racks. It is estimated that over 500,000 different people, including visitors from all over the world and a select class of New Yorkers, ride in the Fifth Avenue coaches each month. The cost is twenty cents a thousand to reach them.

The advertising space in the Fifth Avenue coaches offers you a unique advertising opportunity to reach an unusual market at a very low cost.

Rate sheet and special position rates will be sent on application.

Advertising agency commission 13%. Cash discount 3%.

## JOHN H. LIVINGSTON, JR.

*Advertising Space in the Fifth Avenue Coaches*

425 Fifth Avenue

New York City

Caledonia 0260

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## *Still showing steady gains!*

The October issue of *Printers' Ink Monthly* reached the largest paid mail circulation in its history.

The growth of the publication has been steady. No wild fluctuations in circulation; no premiums; no contests; but a consistent increase among the executives who really influence the merchandising policies of the country's leading manufacturers.

They buy it solely on its editorial appeal.

## **Printers' Ink Monthly**

*Paid Mail Subscribers 14,805*

185 Madison Avenue

New York

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# 1925 is our biggest year!

With the December issue which carries more advertising than any previous December, *Printers' Ink Monthly* completes the biggest year in the history of the publication.

This increase in volume year after year is just another indication that our advertisers recognize the ever increasing value of a publication that is showing a steady circulation growth of actual buyers of advertising.

## Printers' Ink Monthly

*Total Net Paid 16,430*

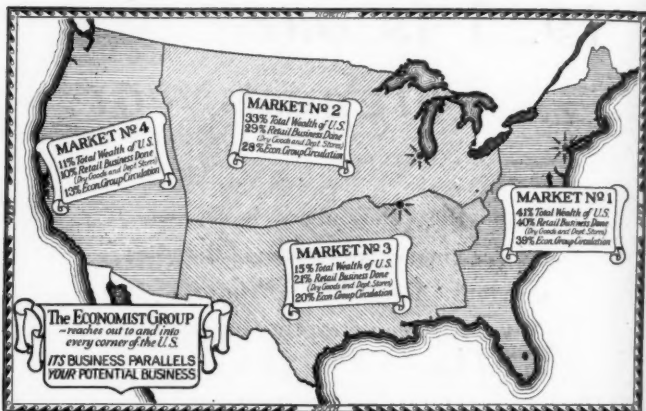
185 Madison Avenue

New York

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## FLEXIBLE—EFFECTIVE—ECONOMICAL

*Only the Economist Group offers full coverage of the U. S. dry goods and department store market—*



"TELL AND SELL THE MERCHANT—HE'LL TELL AND SELL THE MILLIONS"

**T**O reach the key persons in the  
10,000 foremost stores—

### DRY GOODS ECONOMIST

A national weekly, for seventy-nine years the accepted big-store authority in matters of merchandising. A constant aid to the leading merchants in almost 3,000 cities. (Write for sample copy and further facts.)

**T**O reach dry goods stores, en  
masse or by market sections—

### MERCHANT- ECONOMIST

A zoned fortnightly, in four editions from New York, Chicago, St. Louis and San Francisco, each geared to fit the special buying and selling needs of its marketing section. (Write for sample copies and further facts.)



## The ECONOMIST GROUP

NEW YORK (239 West 39th Street)

Offices in ten major cities

**[** More than 30,000 stores in more than 10,000 key centers—stores doing over 75% of the country's retail business in dry goods and department-store lines. **]**



# Few Standard Specifications for Quota Building

Setting an Equitable Valuation on Sales Possibilities in a Territory Can't Be Done by Any Rule of Thumb

SWIFT & COMPANY  
HOTEL DEPARTMENT  
CHICAGO, ILL., NOV. 10, 1925.

Editor of *PRINTERS' INK*:

From time to time I have been reading articles in *PRINTERS' INK* on the matter of establishing quotas but would like to go into the subject more in detail. Can you advise me as to the names of any books written on this subject?

Also, can you refer me to any articles which have appeared in *PRINTERS' INK* on this subject? I have in my files the article in the issue of February 5, 1925, entitled "Before You Set Quotas for Your Salesmen," also an article appearing in the issue of April 23, 1925, entitled "Guessing Bees vs. Common-Sense Facts in Setting Quotas."

W. J. WILSON.

**S**MOKE of sustained and heavy battle hangs over that innocent little word, "quota." And because that smoke has not yet risen high enough to get a clear view, the fixing of equitable quotas for the sales force is still obscure and misunderstood. In some cases the setting of quotas is not more than unadorned guesswork. In others there is an attempt made to do the job as nearly scientifically as possible but with insufficient data. Frequently a sales manager will pore over statistics and data concerning the experiences of others, hoping against hope that he may hit on some formula or pass key to greater sales volume that will at once please his management and the men in the field. He rarely succeeds. Rules of thumb don't work here.

The word quota, if it means anything, means and implies the fair evaluation of a sales territory with respect to the amount of present and potential sales of a specific product or line of products to be obtained from it. It means due regard for the strength of competitors in the territory. A hundred other meanings make up the warp and woof of that little word of five letters, and those meanings see the light of day only when the sales manager hunts them out and weighs them dispassionately. There

is a middle ground between guessing and higher mathematics when it comes to figuring out what a salesman ought to get out of his territory as has been pointed out frequently in *PRINTERS' INK*. Now that sales managers are beginning to think about spending more of their time away from their home office desks it may be that a lot more intelligent thought and first-hand experience will go into building quotas than in the past. Quotas and sales managers will be easier to work with when that happens.

On the basis of various articles that have appeared in the *PRINTERS' INK* Publications it would be possible to state the methods used by many manufacturers in arriving at their quota figures. A careful analysis of these methods would doubtless give most sales managers some valuable suggestions and ideas. But the experiences of these companies would have to be considered in every case in the light of peculiar and individual conditions. The condition that led one company to place great importance on a certain factor in establishing quota figures might not and probably would not exist for another company, at least in the same degree. That, in a word, is why there are few standard specifications for quota building.

The population of a territory, the past sales performance in that territory and the buying habits and conditions in that territory are, of course, vital. No sales manager can make much headway in fixing quotas that are fair to his company and to his men without considering these primary points. Still, mere population figures are not likely to suffice. The sales manager must have some index as to the number of people who are his logical prospects in the territory. Knowing this number approximately, he can well afford to con-

sider whether he can increase the number of logical prospects by advertising or other sales promotion. Past sales performance may often be misleading. A salesman selling \$75,000 worth of goods a year in one State may be doing a 100 per cent job, while another man in an adjoining State may sell double that amount without getting anywhere near his true quota.

What can be sold in a territory within a specified time should be the target set up by the sales manager as quota for the salesman. Often the salesman who works with his eyes and mind open is a better judge than anyone else of the amount of business that his territory ought to yield under intelligent cultivation. He ought to be by the time he has covered his routes a half-dozen times, and he will be if his sales manager happens to be one of the hothouse variety. If his boss is really a manager of men, he will be well enough posted to convince them that he knows what each territory ought to produce. And if he really knows that, he won't have such a hard time figuring quotas.

Books on selling and sales management are not likely to offer formulas which can be taken over and put into effective use without much whittling down and reshaping. To many they will offer suggestions, and they may prevent the overlooking of important factors. Quota fixing means setting a fair value on sales territories. The first step should be to determine if present customers are buying all that they should and can buy. Only when that question has been answered is it time to determine how much additional business the territory should yield. The sales manager who cannot solve those problems better than anyone else for his own company is not living up to his title.—[Ed. PRINTERS' INK.]

### Artists Join Martin Ullman Studios

Marshall Roland and R. Von Siegl have joined the art staff of the Martin Ullman Studios, Inc., New York.

### Jewelers Advertise Tribute Paid to Gruen Guild Watches

Two retail jewelers, of Cincinnati, recently inserted a full-page newspaper advertisement which paid tribute to the retiring president of the Cincinnati Traction Company, W. Kelsey Schoepf, and to the veteran employees of that company. Mr. Schoepf, retiring after twenty-four years of service, gave a dinner to 507 employees who had been with the Traction company at least as long as he had. At the dinner he presented each man with a gold watch.

The jewelers, in their advertisement, pointed with pride to the fact that watches of a local manufacturer, the Gruen Watch Makers Guild, had been selected. An offer was made by the co-operating jewelers to have the services of their stores taken advantage of by the veterans whenever their watches might need repairing.

### New Accounts for Frank B. White Agency

The Brookfield Poultry Farm and Hatchery, Versailles, Ohio, and the Gardner Nursery Company, Osage, Iowa, have appointed the Frank B. White Company, Chicago advertising agency, to direct their advertising accounts. Farm papers will be used for both accounts.

### H. C. Osborn and F. H. Chapin Honored

Henry C. Osborn, president of the American Multigraph Company, Cleveland, has been elected vice-president of the Chamber of Commerce of that city. He succeeds the late D. C. Wills. F. H. Chapin, vice-president of the Bourne-Fuller Company, was made second vice-president.

### J. R. Fox with Harrison-Rippe Agency

James R. Fox, until recently with the copy-service department of the St. Louis *Star*, has joined the copy staff of the Harrison-Rippe Advertising Company, St. Louis advertising agency. He was at one time with the Potts-Turnbull Company, at Kansas City.

### G. E. Lash Joins National Export Advertising Service

G. E. Lash, formerly with W. H. H. Hull & Company, New York advertising agency, has joined the copy department of the National Export Advertising Service, also of New York.

### Chicago "Tribune" Opens Office at Miami, Fla.

The Chicago *Tribune* has opened an office at Miami, Fla. W. J. Merrill, who was formerly Western manager of *Liberty*, at Chicago, is manager of the new office.

October post office statements for the preceding six months show that the daily Detroit Free Press had nearly twice the combined circulation gain of the two other Detroit newspapers, while The Sunday Free Press showed a gain nearly five times greater than the second Sunday paper—the third paper showing a loss.

VERREE & CONKLIN, INC.  
*National Representatives*  
NEW YORK CHICAGO  
DETROIT KANSAS CITY  
SAN FRANCISCO

# Packaging Adopted to Escape Price Competition

An Interesting Merchandising and Advertising Plan Has Been Developed by the Silver Lake Company

By Bernard A. Grimes

**A**NOTHER recruit has joined the army of products sold in packages through the hardware trade. The new member is window sash cord which enlisted in the package ranks in October. Along with wrenches and other tools, consumers may now purchase just enough sash cord for one window, instead of having to take the full 100 feet which was, heretofore, the standard minimum length hank.

Competition, and an effort to avoid substitution, is responsible for this change in merchandising methods by the Silver Lake Company, Newtonville, Mass. Incidentally, this change has resulted in the company, which was established sixty-seven years ago, finally concluding that its interests would best be advanced by advertising directly to the consumer. The story of how this change came about is but another example of the use of advertising and sales promotion work to lift a product over the hurdle of competition.

The Silver Lake Company, since 1869, has been distributing a product that it could guarantee to last at least twenty years. During the last few years, cheaper cords have been put on the market.

Therefore, the Silver Lake Company decided that it was the psychological moment to concentrate its efforts on the distribution of its high quality cords through the medium of a national advertising campaign.

But what would the advertising feature? For years, the company had been directing its advertising to the architect and contractor. Naturally, this advertising was making little progress in acquainting the public with Silver Lake sash cord.

Another handicap was the un-

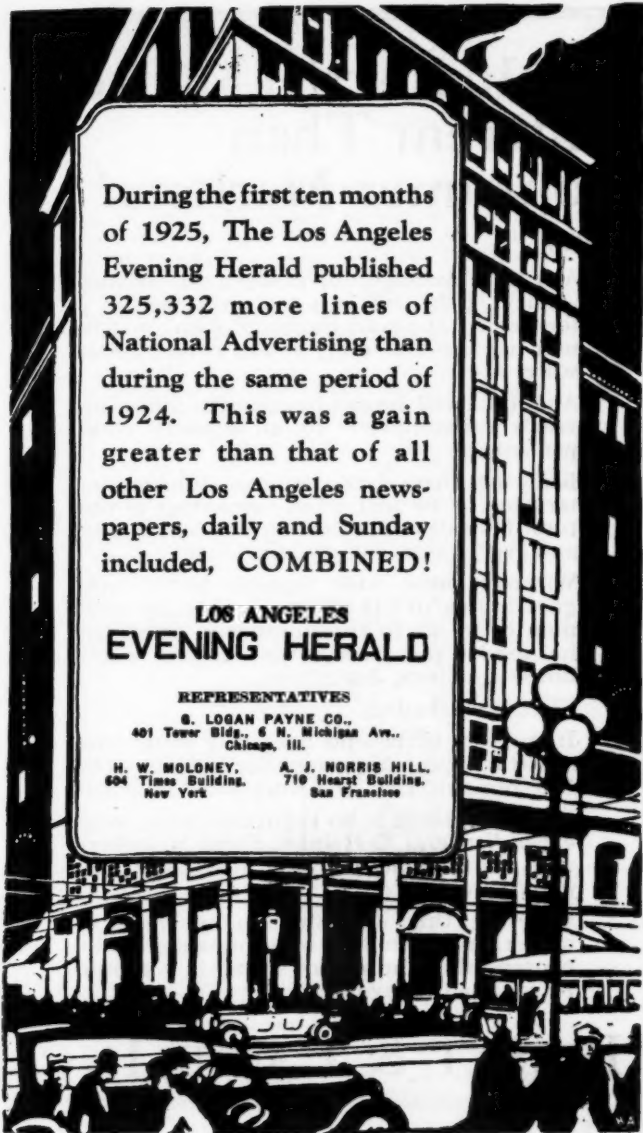
familiarity of the consumer with the necessary steps to replace broken sash cords. To overcome this objection, he would have to be educated. Still another difficulty was the fact that sash cord is sold in hanks of 100 feet while only from four to six feet are needed to replace a broken cord. Many dealers refuse to cut these hanks because of loss in the odd ends which are left over.

## THEN CAME THE PACKAGE

Packaging the product in convenient lengths seemed to be the best solution to the problem. By printing clear instructions on the package, the home owner could be educated to make the replacement himself and avoid the unnecessary expense of hiring a carpenter to do the work. Through advertising, the company could call attention to the difference in value of high quality and low quality cords, and create a desire for the better grades. The package would contain sufficient length of cord of proper size for 80 per cent of the windows where replacement would be required.

Satisfied that its investigations proved the feasibility of merchandising its product in packages, the next step undertaken by the Silver Lake Company was the design of its package. As the purpose of the packaging idea was to lift Silver Lake sash cord out of price competition by emphasizing its dependability and long service, the company decided to emphasize its guarantee: "Silver Lake Cord will last 20 years."

Instead of incorporating this guarantee on the package itself, it was printed on a tag which was attached to the package. This immediately calls the consumer's attention to the guarantee which



During the first ten months of 1925, The Los Angeles Evening Herald published 325,332 more lines of National Advertising than during the same period of 1924. This was a gain greater than that of all other Los Angeles newspapers, daily and Sunday included, COMBINED!

**LOS ANGELES  
EVENING HERALD**

**REPRESENTATIVES**

**G. LOGAN PAYNE CO.,**  
401 Tower Bldg., 6 N. Michigan Ave.,  
Chicago, Ill.

**H. W. MOLONEY,**  
604 Times Building,  
New York

**A. J. NORRIS HILL,**  
710 Hearst Building,  
San Francisco

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## Are Industrial Markets Different Than Consumer Markets?

No!

Any sales manager (or modern advertising agency), *if he will*, can determine within a few percent the exact quantity of any article used in any and every town, county, and state.

And, *if he will*, he can forecast the following year's consumption to an equally close percentage.

Knowing these facts, he can quickly determine, *if he will*, what percentage of the total his sales organization can sell in any and every town, county, and state.

Without these basic figures, he is *only guessing* as to his ability to keep his mill men busy—as to the number of salesmen he needs—the distribution of his warehouses, jobbers, dealers, etc.

That is marketing.

It matters little who does this work—the sales manager or the advertising agency—the fact remains that the work *must* be done.

Otherwise there is no justification for sales *expenditures*. Certainly, there is, otherwise, no justification for advertising *expenditures*.

Believing this, we offer no apologies to advertising men and sales managers who contend that the agency's functions should be confined to layout and copy.

## BISSEL & LAND, INC.

*Advertising and Merchandising*

337 SECOND AVENUE • PITTSBURGH, PA.

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otherwise might not be noticed.

An effective tie-up is accomplished on the front cover of the package between the name of the product, Silver Lake, and its usability. The cover carries an illustration of a window, suggesting the presence of sash cord, and through the window may be seen a sail boat on a lake. In an oval in the lower right corner of the cover, there appears a slogan which rounds out the keynote of the packaging idea: "Fix It Yourself For Keeps."

The back of the package is devoted to complete working directions explaining how the consumer can "fix it himself." These directions are illustrated with a diagram of a window and sketches showing, step by step, how a new sash cord is to be installed, even to the details of making a knot.

With the completion of the package, the next problem involved distribution. The question here was, with an ordinary expected increase in business, would the company's sales channels be able to meet the strain?

The following plan was used to arouse the interest of the trade in advance of the announcement of the new package and to make certain that jobbers and dealers would be prepared to meet the demand made upon them.

1. A letter from Silver Lake agents was sent to every jobber in his territory, merely calling attention to the fact that an important announcement from the company was about to be placed in the mails. The buyer was asked to make certain that this would be placed on his desk.

2. Within a day, the first jobber letter went out. This gave facts about the package, how it was to be advertised through consumer and business-paper advertising and the assistance which jobbers would receive in merchandising the package. Jobbers were also told to be on the lookout for a broadside which would be mailed to dealers within a few days.

3. A broadside was sent to all hardware and general stores. This pointed out the need for sash cords

and how the Silver Lake package provided an economical way of making replacements.

4. A copy of the dealer broadside was sent to the jobber by the agents, together with a letter. This copy carried a special message to jobbers.

5. Two subsequent mailings directed to hardware dealers, in the form of four-page illustrated letters, were preceded by letters to the jobbers telling them in advance about these mailings.

In every mailing piece, space was devoted to the bulk sash cord line and also the Silver Lake clothesline, as the company wished to make the package the vehicle of future sales, rather than the objective.

Consumer advertising undertook to remove the mystery that lays hidden behind the window sash. When trouble occurs, the copy explains, there is no need to send for a carpenter as the new cord can be very easily installed. The simplicity of the work is pictured with illustrations of a home owner installing a sash cord.

Most home owners are economical and like to putter about their home, making all the repairs which they can. The Silver Lake campaign is enlightening them on one more odd job which they can do. With the package as a talking point, the company has found a sound reason for going to the public with a story of its products.

Far more important than the merchandising of the package itself, however, is the fact that the name Silver Lake is being made synonymous with quality sash cord. The company's guarantee is intended to build prestige for all Silver Lake products.

### Death of Willard E. Carpenter

Willard E. Carpenter, president and founder of Carpenter & Company, New York and Chicago, publishers' representatives, and president of the Courier-Herald Company, Lincoln, Ill., publisher of the Lincoln *Courier*, died last week at Chicago. During the war he was Federal news print paper administrator. At one time he was business manager of the Chicago *Chronicle*.



# The A. B. C. of Spectacular Newspaper Display

It Really Is Not Difficult to Rise Above Competition If Certain Rules Are Observed

By a Commercial Art Manager

IT appears to be absolutely necessary, every so often, to remind advertisers that it is wholly impractical to judge newspaper art, display and composition, when isolated from the newspaper page. It is not at all an exaggeration to state that not even the layout man and artist can judge a newspaper display when it is not displayed in conjunction with other newspaper advertising.

Recently I was invited to inspect a series of twenty-four newspaper sketches to be used by a national advertiser in a list of almost 100 papers. I found the executives gravely weighing the display value of the various advertisements, irrespective of what might happen to them once they were completed, plated and inserted on the newspaper page. My opinion was asked and I surprised and displeased these gentlemen by saying that I could not offer any suggestions, under the circumstances. I said I did not think this was the correct method of arriving at an important campaign of newspaper displays. The advertisements were interesting, their illustrations were well drawn and cleverly composed, their technique held forth great promise and the borders and mortises were certainly professional, as such matters go, but three-column advertisements had been scaled up three times. They were grouped around the wall and scattered

upon a large table. Not even one of them had been photographed, actual size, and pasted upon a typical newspaper page.

There was no way of knowing how they would hold their own against visual competition, until this was done. They were going at it blindly.

They were passing upon pieces of copy, in much larger than actual size, and independent of competitive display.

As a result of this criticism, a series of same-size photographic reproductions was made of the pencil sketches, and they were pasted on a newspaper page containing the average amount of competitive display advertising. It was now possible to point out the defects, the weaknesses and the

structural handicaps of these designs, as they had been originally planned. These men had been deceiving themselves and they now realized it.

Border lines had been drawn in such a manner that they came right out to column rules, areas of protective white space had been unwisely placed where they failed to set off the typography or illustrative effects; headlines clashed with the headlines of other advertisements. Yet, when considered apart from competitive display, none of these faults was apparent.

After all of the possible arguments have been voiced, there is



SURELY THIS IS SPECTACULAR  
ENOUGH TO ATTRACT ATTENTION



# *Wanted*

## 10 SPACE BUYERS

Among the readers of this periodical there are at least ten men to whom this message is particularly directed:

A little more than a year ago, a magazine of long and honorable career changed its outward form and editorial character.

At the time of the change, it had a circulation of some 30,000. From that it jumped immediately into the hundred thousand class and now a year later, is guaranteeing with its February issue a net paid circulation of 400,000.

But its growth in circulation is so rapid that the raising of rates cannot keep pace with it. The advertiser who contracts in advance for space in this publication is constantly receiving a bonus circulation that averages one hundred thousand or more.

This is a fact that an astute space buyer should verify for himself and properly evaluate. For here is a means to win a client's profound respect! Here is a chance to put some fireworks into the buying of advertising space. Here is one of those opportunities, that come so rarely, to receive far greater value than is paid for.

To at least ten discerning men we make all these things possible.

The magazine is Smart Set.

but one method by which a newspaper campaign, of moderate size displays, can be intelligently planned: the very first rough drafts must be made, actual size, on pieces of paper pasted upon a newspaper page. It is even advantageous to use newspaper stock for this purpose instead of

the page a large head, or a dry-brush illustration will attempt to command dominant attention. Just what must I do to overcome and neutralize these competitive ideas?"

It suddenly becomes evident that strategic layout ideas are absolutely essential.

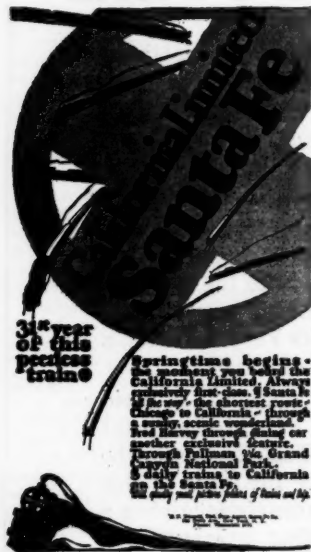
Things must be done, and certain types of illustration decided upon, which would not have occurred in connection with independently designed layouts.

The campaign may call for two-column space. Most of the other advertisements on that same page will be larger. Their contents and the vigor of their make-up, are for the most part unknown quantities, although a very fair estimate may be made from the spirit of the current vogues in newspaper advertising. If the tendency is in the direction of very black pen drawings, then it may be wise to go in the opposite direction and design a technique in delicate outline. Contrast is invariably an effective weapon.

Every hazard, every trouble which may arise later on, every handicap is face up, on the table. The campaign is studied, as if on a dissecting table, under the inexorable light of what is sure to happen on the newspaper page. To build separate advertising layouts under other conditions, with no eye to competition, is to work wholly in the dark. There is great satisfaction in knowing in advance just how your display will look and how it will combat other displays.

Once these floor-plan sketches have been worked over and perfected, it is all right to make larger working sketches of them, in detail, and with all the needed refinement of lettering, typography and illustrative technique. The big job has been done.

It should appear perfectly obvious that never in the history of newspaper advertising, has it been more necessary to consider the powers of composition display. Layout links arms with technique and story, in the production of the campaign which resolutely refuses to be "lost" or ineffective



SANTA FE COPY IS A NOTABLE PRECEDENT SMASHER

a brilliantly white, glazed paper.

These first sketches may be exceedingly rough; there need be no detail. They really represent the floor plan of the campaign. But the layout artist must always be conscious of the things he must do to create a formidable display. He can say to himself: "There is apt to be a department store advertisement on this side, heavily illustrated; there is apt to be an advertisement containing a very massive, black picture, on the other side. Above, it is quite likely that some advertiser will place a hand-lettered display, boldly designed. Somewhere on



## Where is the Richest Market?

A. E. Starkey, Editor, The Herald, Saugus, Mass., says:—

"THE country newspaper is an ideal advertising medium because it carries exactly the *News* its constituency wants to read.

"The country paper is thoroughly *read*, for it is *real*; it takes sides in local politics. Whether the folks agree with it or not they all like to read what it says.

"We are accused of devoting a lot of space to small town news. This is true. When Mrs. William G. Smith sees that her flower beds are praised we have made her a friend for life.

"In a town of 500 to 10,000 *everybody* is interested in the proposed school-house bonds; they want to know how much money is to be spent; who will get the various jobs and how much the interest will amount to. They are interested because it means more taxes to pay.

"If the national advertisers could see the power of newspapers in the country field as I do, they most certainly would use them consistently."

The American Press Association represents 7,213 country newspapers. There is no waste circulation. The 47,477,996 readers are regular week in and week out readers. It is as near 100% coverage as can be bought. You can concentrate your advertising right on the spot where your goods are on sale. You can buy a group of towns, counties or states.

## AMERICAN PRESS ASSOCIATION



Represents 7,213 Country newspapers  
47% Million Readers

225 West 39th Street  
New York City

122 So. Michigan Avenue  
CHICAGO

68 West Adams Avenue  
DETROIT

*Covers the COUNTRY Intensively*



## Drive your *first* wedge in at NEW BEDFORD

**N**EW BEDFORD makes an almost ideal market for manufacturers who want to test their sales and advertising plans quickly and cheaply.

Here is the Fourth Market in Massachusetts:—a prosperous city of 121,000 people,—an important jobbing center,—a trading area which covers the whole southeastern corner of the state. One newspaper, The Standard Mercury, is all you need to blanket 97 out of every 100 homes in New Bedford at a flat rate of 10 cents a line.

The Sunday Standard offers you the second cheapest rotogravure rate in New England. And either our national representatives (The Chas. H. Eddy Company), or our own Advertising Department will be glad to help you start a sales campaign in New Bedford that will win.

### NEW BEDFORD



*market in Massachusetts*  
Completely covered by the

## STANDARD MERCURY

because of space or limitations.

There are so many questions in the background; questions which the designer of the series must ask himself with utter frankness. For example:

Will my display, when it appears on the newspaper page, direct the eye into an adjacent display, because of some overlooked directing influence of type or border illustration?

Will the white areas which I have allotted serve more to separate my advertisement, as a whole, from surrounding material, than to serve an artistic whim of the man who draws the illustration?

Will my headlines, whether in type or hand-drawn, disentangle themselves from the mass of display typography on every hand? Will these headlines dance their way to the eye of the reader, despite severe display competition?

Will the various units of my advertisement compose well: that is, will they give an effect of falling apart or will they solidify and unify the entire advertisement into a sealed composition?

Will my headlines be sufficiently distinctive to supply the necessary individuality? Am I using a style of letter which is too common, too prosaic, too weak in its display?

Will my display profit by some dominating pictorial theme, so bold, so striking and original, that vision is drawn to every advertisement irresistibly?

Will more white space solve my problem? Is my present tendency to fill every available inch of space, forgetting that these white areas are a tangible display asset and are always in the background of every fine newspaper composition?

Will newspaper readers take an active interest in headlines which may be interesting to me, but which lack, perhaps, the needed imaginative lure? This, entirely independent of how they are set in type, how they are hand-drawn and composed.

Will humor brighten my advertising? Have I prejudices



*This is*  
**BUYING  
TIME**  
*in*  
**JOURNAL-  
POST  
CITY**

**Over**  
**300,000**  
**CIRCULATION**  
**(M. & E.)**

**Biggest buying season in five years is just beginning in Journal-Post City and the big Journal-Post family buys heavily from advertising in the**

**KANSAS CITY  
JOURNAL-POST**

**VERREE & CONKLIN**  
New York Chicago  
Kansas City San Francisco  
Detroit

against it which are not in keeping with the modern trend and popular conceptions? Am I setting myself up as the final arbiter when, actually, the public should make the decision in every case? Am I selling myself, personally, on a campaign, whereas the one to sell is the average reader of the daily newspaper?

Will a set style of make-up assist in individualizing my advertising in newspapers that the campaign may come to be looked upon, by the public, as a sort of serial story, friendly and intimate? Or, on the other hand, have I so rigidly adhered to a certain physical layout plan, that the public has wearied of its sameness?

Will it be better judgment to discard illustrative effects entirely and to base all displays on highly artistic typographical effects, beautifully composed? Am I influenced in my newspaper advertising by the majority use of pictures, although my own proposition would be better without them?

Will I take advantage of every

little opportunity to best my competitor, by keeping ever alert as regards their advertising efforts in newspapers? Do I build my campaigns too far in advance and are they therefore less flexible than modern conditions demand?

There are many evidences in our daily newspapers of the greater display value of the average advertising layout. The eye of the public is being coaxed, commanded and coerced. There are many compositions which stand out on the page with astounding directness.

These physically alluring layouts say "You must look at me," not, "please will you look at me?" They take the initiative, boldly and without compromise. Regardless of surrounding material of many kinds, they blaze their own sure trail. They break precedents and they destroy tradition, but they accomplish their purpose: they stop the hurried reader: they compel his attention whether he wills or no. He cannot overlook them.

## If You Are Advertising Any of the following

*Send At Once for Sample Copy*

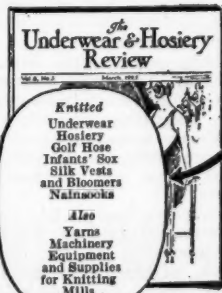


**Sweater News**  
and  
**Knitted Outerwear**

No. 13, Nov. 1925

**Knitted**  
Sweaters  
Bathing Suits  
Infants' Wear  
Dresses  
Fabrics  
Scarfs  
and Caps

**Also**  
Yarns  
Machinery  
Equipment  
and Supplies  
for Knitting  
Mills



**The Underwear & Hosiery Review**

Vol. 6, No. 2, March, 1925

**Knitted**  
Underwear  
Hosiery  
Golf Hose  
Infants' Sox  
Silk Vests  
and Bloomers  
Nainsooks

**Also**  
Yarns  
Machinery  
Equipment  
and Supplies  
for Knitting  
Mills

Published by  
**KNIT GOODS PUBLISHING CORP.**  
93 WORTH STREET, NEW YORK

*Are you giving your fire fighters every chance?*

The insurance companies of this country are not doing enough for the fire fighters. They are not giving them the same protection and consideration as they give the other workers. They are not giving them the same benefits and advantages as they give the other workers. They are not giving them the same respect and honor as they give the other workers. They are not giving them the same recognition and appreciation as they give the other workers. They are not giving them the same love and sympathy as they give the other workers. They are not giving them the same care and attention as they give the other workers. They are not giving them the same help and assistance as they give the other workers. They are not giving them the same support and encouragement as they give the other workers. They are not giving them the same praise and commendation as they give the other workers. They are not giving them the same honor and glory as they give the other workers. They are not giving them the same fame and reputation as they give the other workers. They are not giving them the same power and influence as they give the other workers. They are not giving them the same wealth and riches as they give the other workers. They are not giving them the same happiness and contentment as they give the other workers. They are not giving them the same peace and tranquility as they give the other workers. They are not giving them the same health and vitality as they give the other workers. They are not giving them the same strength and endurance as they give the other workers. They are not giving them the same courage and bravery as they give the other workers. They are not giving them the same loyalty and devotion as they give the other workers. They are not giving them the same honor and glory as they give the other workers. They are not giving them the same fame and reputation as they give the other workers. They are not giving them the same power and influence as they give the other workers. They are not giving them the same wealth and riches as they give the other workers. They are not giving them the same happiness and contentment as they give the other workers. They are not giving them the same peace and tranquility as they give the other workers. They are not giving them the same health and vitality as they give the other workers. They are not giving them the same strength and endurance as they give the other workers. They are not giving them the same courage and bravery as they give the other workers. They are not giving them the same loyalty and devotion as they give the other workers.

**Insurance Company of North America**

PHILADELPHIA



A national advertiser served by  
The Eugene McGuckin Company

The  
**EUGENE MCGUCKIN**  
Company

1211 CHESTNUT STREET  
PHILADELPHIA

ADVERTISING  
*E. M. G.*

# So They Made Him Sheriff

Major Tom Sterrett, Trained by James O'Shaughnessy and John Hawley, Advertises Himself into a Job

By Silas Hopper

IF someone should press me hard enough to make a speech on political advertising I'd start off with a prepared statement that would be something like this:

"The lowest plane of advertising life is that thing which politicians call 'advertising.' In form it is awful and horrible to behold. In copy it is full of unblushing hypocrisy. The people who write it don't believe one word they say."

Now by the time I got that far with my written speech I'd throw the manuscript down and be so mad that I'd rip the whole blooming subject up the back.

What a chance a real advertising man has in political advertising! I've been boiling over on this subject for weeks and I've been telling all my friends about it, trying to get some one of them to try out my ideas. One of them asked me if I had heard what Tom Sterrett had been doing in Erie County, Pennsylvania. "Gone to work and advertised himself into the job of sheriff of the county on a Democratic ticket," he told me.

If anybody doesn't know that getting elected sheriff on a Democratic ticket in Pennsylvania is some job, all he has to do is to ask some Democratic national leader. It's a big enough job for them to take notice of it. Josephus Daniels, for example, immediately after the election wrote Tom something like this:

"As a follower of the great Democratic party set up on the principles of Thomas Jefferson, you are to be complimented on your wonderful accomplishment."

To that letter Tom replied in this fashion: "I thank you for all your kind words and your congratulations, but I am a follower of that great Democratic party set up by Abraham Lincoln." Sterrett is a Republican, but he didn't get the nomination at the

hands of the Republican party so he took it from the Democrats and won the election by advertising.

Sterrett—I guess I'd better refer to him as major, for he came up to that title in the Marine Corps from being a sergeant in the days before the war—has been an advertising man. Of late he has been a columnist on the Erie, Pa., *Times*. His last job outside of Erie was with the John H. Hawley advertising agency in New York. Before that he was with James O'Shaughnessy at the American Association of Advertising Agencies, handling the United States Navy advertising.

Well, I've known Major Tom ever since he did that Navy advertising, so I asked him to see me the next time he was in my town. He did. And he told me some of the things I've already told you, but he also told me more.

## IT STARTED AS A JOKE

It seems from what he said that this business of being sheriff was a joke at first. Even the Erie *Times* for which he wrote his column looked on the idea as a joke. But he got over that stage and went after the nomination. Well, the Republican County Chairman got the Republican nomination and Tom had to be content, as I have said, with the Democratic nomination. Then he went after the job with his own column and his own newspaper's backing.

"When the campaign started," said Tom, "I didn't ask a soul for a vote. But every time anybody told me that I was going to get his vote, down went his name and address in my note-book. I kept this up until I had a hundred names, then I did just what I would do if I were hired to write copy for Chesterfield cigarettes.

"I went back to those hundred people and said: 'Why are you going to vote for me?' And



# Mirror's Circulation Still Growing

A. B. C. Circulation figures for the  
year ending June 30, 1925, are

## 27,692

Showing an increase of 658 daily subscribers over the A. B. C. audit of 1924, or 16,348 subscribers more than Altoona's other newspaper.

When you are buying space in Altoona, you will naturally come to the Mirror. Many local advertisers and practically all national advertisers use the Mirror exclusively.

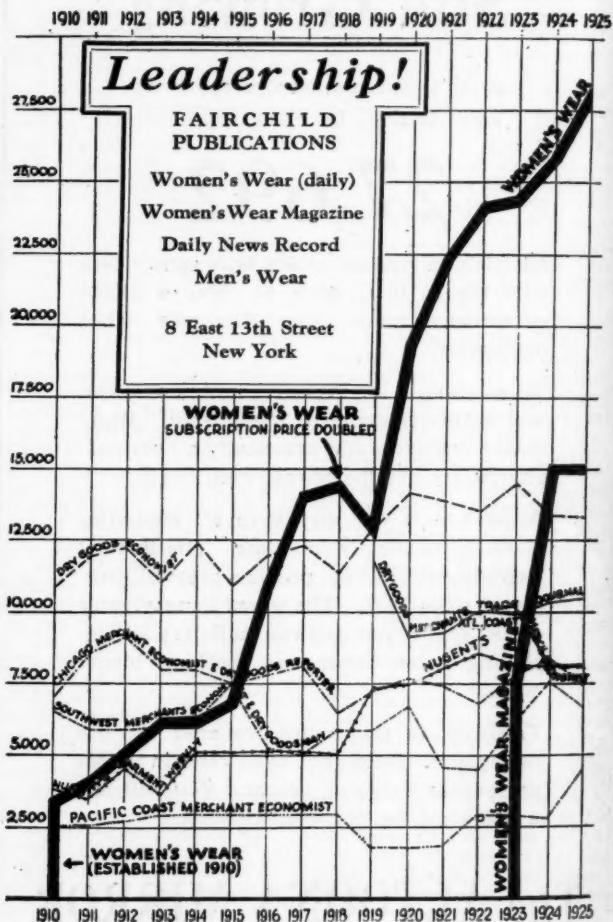
Altoona is a real city with all industries working practically full time. The Federal Department of Labor predicts greatest prosperity since 1923. The great Pennsylvania shops, coal mines and silk mills are all employing more hands and working longer hours.

Territory is thoroughly covered by one newspaper. Send your sales crew in to this prosperous shopping center. You will find a ready market for your product.

## The ALTOONA MIRROR

*Business Direct*

# Circulation of the Trade Papers in the Women's Apparel and Kindred Industries



NOTE: Through an inadvertent transposition of the words "Atlantic" and "Pacific" in an earlier publication of this chart, the circulation of the Atlantic Coast Merchant Economist was incorrectly represented. It should have appeared as it does in this corrected chart.

90 per cent of them told me the same thing. They said: 'The other fellow has had the job before. We believe it's a good thing to give someone else a chance.'

"That idea became the theme of my newspaper advertising. I frankly asked the voters to give me a chance at the public feeding trough.

"Well, sir, believe me or not, I kept up that song so long that my friends thought I was crazy. They begged me to change my tune, but I wouldn't. If ninety out of 100 people were determined to elect me on that basis, then I figured the whole county could be successfully appealed to by that story. So I stuck to it. That's how I got elected on a Democratic ticket in a county that's almost 100 per cent Republican."

There's another part of the story that Tom didn't tell me, but I found it out elsewhere. That was how he got votes through children by using an advertising novelty.

Everybody knows what a deputy sheriff's badge looks like. Well, Tom got thousands of deputy sheriff's badges made up out of tin. Embossed on them were the words "Deputy for Sterrett." Any child in Erie County could get one of these badges by going to Sterrett's headquarters and asking to be sworn in as a "deputy for Sterrett." They were sworn in with great solemnity and seriousness. And believe me, from all that I have heard they were real deputies for Sterrett. The influence that children can have in swinging the votes of their parents has never been gauged by politicians. And advertising novelties is the way to get the children.

Well, I am not going to preach any more on this subject. I've told Tom Sterrett's story. That's the lesson on politics I want to get before advertising men.

### "Dance Lovers" to Change Name

*Dance Lovers*, published by the Macfadden Publications, Inc., New York, will be known as *The Dance*, starting with the December issue. Its page size will be larger, measuring 11 inches by 8 inches.

## Music Lovers Read the Transcript

a music and drama  
page each day in  
the

## Boston Evening Transcript

*A Boston Institution  
Established 1830*

*National Advertising  
Representatives*

**CHAS. H. EDDY CO.**  
Boston New York Chicago

**R. J. BIDWELL CO.**  
San Francisco Los Angeles

# Audit Newspaper Advertising Rates?

One of Several Suggestions Made in a Discussion on Newspaper Advertising

By R. E. Lent

Passaic, N. J., *Daily News*

[EDITORIAL NOTE: The following address delivered by Mr. Lent before the recent meeting of the American Newspaper Publishers Association at White Sulphur Springs, W. Va., gives advertisers an insight into some of the space-selling problems that face newspaper publishers.

Inasmuch as the readers of **PRINTERS' INK** are the buyers of space, it seems to us that they should have before them knowledge of the newspaper publishers' problems and of the manner in which they are trying to meet them.]

**A**DVERTISING is the very blood of the modern newspaper. It is the newspaper's principal source of revenue. It has made the newspaper of to-day financially sound and economically independent.

We recognize these facts as fundamental. Advertising makes our publications possible. Yet do we, in turn, recognize our obligation to advertising? Do we maintain at all times the highest possible standards in selling space in our publications? Do we insist on truth in advertising, and the elimination of flamboyant and exaggerated statements? Do we try to eliminate some of the enormous waste in dollars and cents spent in poor advertising—dollars that come out of someone's pockets and flow into our own?

I think that it may be truthfully said that publishers to-day are making greater efforts than ever before to regulate and control their advertising columns for the benefit of the advertiser and the protection of the reading public.

Unfortunately there are some publishers who strive for lineage achievements rather than for better quality and greater productiveness of their advertising space. They like to shout their records from the housetops. I am convinced, however, that the average advertiser places his business with

that publication which protects and censors its advertising columns and consequently makes its space more productive of results rather than with that publication which boasts of the greater lineage record.

While the community in general holds the newspaper in higher esteem than ever before, often the local advertiser, and sometimes the national advertiser and the advertising agency, especially when buying space, regard the business office of the paper with suspicion and refuse to accept as true the statements made by the newspaper's accredited business representatives.

The newspaper itself is to blame for this regrettable condition. There have been so many newspapers in the past that have made rate concessions to large space buyers in their mad efforts to secure lineage and keep the business away from their competitors, and so many newspapers that have allowed old expired contracts to run along after new rates have been put into effect, that advertisers have become aware of these inequalities. Is it any wonder that there should be a reaction?

I wish I could describe to you the conditions which I found seven years ago when I first came to the newspaper which I now represent. Some advertisers were paying 100 per cent more than others under similar space conditions! I make the confession now without hesitancy. Today our books are open to all. There is not a single advertiser, local or national, who is not paying the rate called for on our printed rate card. I wonder if this condition obtains in the majority of our newspapers?

In some papers, I know, the



# When Milady Shops in San Francisco

she plans her purchasers from

## THE CALL

which leads all  
San Francisco Newspapers

### In Feminine Appeal Advertising

Table Below Shows Column Inches of  
Foods, Department Stores and Women's Wear Advertising  
January 1 to September 30, 1925

THE CALL	DAILY NEWS	THE EXAMINER	THE BULLETIN	THE CHRONICLE
6 days	6 days	7 days	6 days	7 days

205,026				
<b>The Call</b> now over <b>100,000</b> circulation of which more than 90,000 is concentrated in the homes of San Francisco and trading area	139,262			
		124,674		
			117,093	
				61,927

For Merchant and Manufacturer Alike  
**THE CALL IS THE GREATEST SELLING FORCE**  
 in the San Francisco Market

situation is very bad. It is almost as deplorable in these newspapers as the circulation situation was before the establishment of the Audit Bureau of Circulations. Little wonder that the business office of the paper has trouble in commanding the same confidence and respect that the editorial department commands.

The day has come to show that these rate inequalities no longer exist, and where they do exist, to wipe them out. What we need in some newspapers is a thorough housecleaning.

As a remedy, let us consider the advisability of establishing a bureau for auditing rates, which bureau can certify that we are selling our space to advertisers under similar space and position conditions in accordance with our published local and national rate cards. Let it not be an outside organization like the Audit Bureau of Circulations, but rather an auditing bureau of our own association—the American Newspaper Publishers Association, or possibly a function of the Advertising Bureau. At the beginning, newspapers which are members of the association should not be compelled to submit to audit. Let the audit be made upon application, the newspaper itself to bear the expense. The value of the certificate of rate audit would soon become as indispensable to the newspaper's business office as the Audit Bureau of Circulations audit.

In the past few years newspapers have had a good deal of advice on how to run their business. The Audit Bureau of Circulations has told us how to regulate our circulation, the War industries has told us how to conserve newsprint, and the Treasury Department has told us how to run our accounting departments. Publishers generally seem to think that newspapers have been regulated to death.

I disagree with this view. I don't think there is a publisher who would want to return to the days of circulation chaos which existed before the establishment of the Audit Bureau of Circulations.

The public today has confidence in the circulation claims of our newspapers. Before, it was the dishonest publisher against the honest one, with odds against the honest one. Many of us have learned how to collect our money from our dealers and subscribers more promptly since the Audit Bureau of Circulations adopted the rule that paid circulation was only that circulation which was less than six months in arrears. And wasteful circulation competitions which sold papers but benefited neither the newspaper nor the advertiser have been eliminated. The War Industries Board showed us how to cut off free copies from mail lists which hadn't been revised for five or ten years, and how to collect money in advance from our subscribers. It showed us how to eliminate the waste of the return privilege. Some of us, especially in the large cities, seem to have forgotten the lesson, but the wise publisher still remembers. And the Treasury Department has shown us the difference between a capital expenditure and an operating expense. Some of us never knew whether we made money or lost it until we had to pay an income tax and the Government sent its field men out to collect Uncle Sam's share of our earnings.

The day has come when we ourselves should initiate the necessary reforms to bring our business up to modern, present-day standards. We want the advertiser and the advertising agency to accept without question our rate card as the printed schedule of prices at which we sell our space. Our statements in regard to rates must be accepted with the same confidence with which our statements in regard to circulation are accepted. We want to say to those who doubt: "Here is our certificate, gentlemen, with our local and national rate cards attached. This certifies that we are selling space to no one on any basis other than as set forth on these rate cards. There are no secret concessions or rebates of any sort."

Can you imagine what would happen to the local quarrels be-

To supply a  
natural demand,  
the print order  
for  
February  
**CollegeHumor**  
is  
**450,000**

*As yet—no increase in advertising rates!*

Why the alert manufacturer is interested in advertising his new equipment! Sell the minister who is usually the chairman of the Building Committee



REV. HENRY MOEHLING  
Pastor  
1452 No. 59th St., Philadelphia

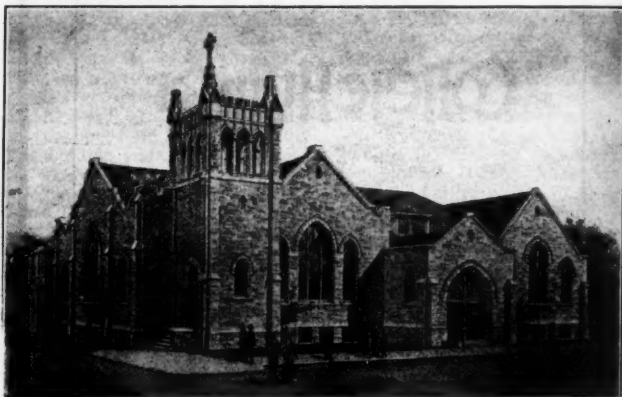
### The business problem of the Church is

*To secure good equipment at a reasonable cost from reliable firms.*



This pastor purchased during the past 2 years

A piano for \$1000.00  
A stereopticon \$60.00  
A heating plant \$1000.00  
Lighting fixtures \$125.00  
Kneeling cushions \$105.00  
Choir robes \$100.00  
Sunday School Chairs \$150.00



GETHESEMANE LUTHERAN CHURCH, Sixtieth and Callowhill Streets

Endless items of product and equipment are needed to construct and maintain a church plant like this with an auditorium, a gymnasium, a dining hall, kitchen, men's and women's lounge, and Sunday School rooms.

20,000 ministers read *The Expositor* each month. As purchasing agents for their churches, they are on the alert for information on any item that goes into building and equipping a church. Send for building bulletin in which ministers report need of equipment. Sample and rate card free.

## THE EXPOSITOR

710 Caxton Building

Cleveland, Ohio

*The Ministers' Trade Journal Since 1899*

JOS. M. RAMSEY, Manager

17 West 42nd Street, New York

37 South Wabash Avenue, Chicago



tween publishers which have existed in some communities for years if this suggestion should be carried out? With circulation on an Audit Bureau of Circulations standard, and rates on an American Newspaper Publishers Association standard, with printed rate cards meaning exactly what they say and nothing else, there would be nothing more to suspect our competitors of, and those local quarrels would disappear into thin air.

And what about the advertiser and the agency who previously insisted on some sort of special concession in rate or discount, under threat of placing his business with our competitor? He would be blocked in his game of playing one publication against the other. Buying and selling would at last be on a basis of all cards on the table, and the cards would be the publisher's rate cards!

#### Advertises Value of Its Trade-Mark

The Richards-Wilcox Manufacturing Company, Aurora, Ill., recently used full page business-paper space to explain the real value of its trade-mark. An illustration shows the company's trade-mark stamped on a large nugget of gold. The next states that a Richards-Wilcox trade-mark fashioned of gold "would, if appraised by a goldsmith, be worth only the market price of the metal."

"As a symbol of R-W service and quality," it continues, "an R-W trade-mark has a value to the user of R-W products not restricted to dollars and cents." This is further explained by a caption which states that: "The Real Gold of a Trade-Mark Symbolizes Quality and Service."

#### A. B. Baxter Joins "American Bankers Association Journal"

Alden B. Baxter has resigned as secretary of the Gillette Camera Stores, Inc., to become Eastern advertising manager of the *American Bankers Association Journal*, New York. He was formerly advertising manager of the A. E. Nettleton Company, Syracuse, N. Y.

#### Yale & Towne Buys Miller Lock Company

The Yale & Towne Manufacturing Company, Stamford, Conn., has purchased the Miller Lock Company, Philadelphia, which will be operated as the Miller Lock Works of The Yale & Towne Manufacturing Company.

## Good Copy

is  
like a  
straight line  
"the  
shortest...."

**HAWLEY  
ADVERTISING  
COMPANY  
INC.**

**95 MADISON AVE.  
NEW YORK CITY**

## Death of George D. Roper, Stove Manufacturer

George D. Roper, president of the George D. Roper Corporation, Rockford, Ill., died on November 17. He had been a manufacturer of gas stoves and appliances for forty years and during the last four years he was one of this industry's important advertisers.

Mr. Roper sold watches on the road for five years, from 1880 to 1885, and then turned to manufacturing. In 1919 the George D. Roper Corporation came into being through the merger of three other companies with the Eclipse Gas Stove Company, Mr. Roper's own business. Four years ago Roper and Eclipse ranges began to be advertised and from that time on they were advertised regularly.

Concerning advertising, Mr. Roper held to two favorite convictions. One of these was consistency. The other was help for the retail dealer with his re-sales and advertising problems.

## New York Poster Advertising Association Changes Name

The Poster Advertising Association of New York, at a meeting, which was held in New York last week, voted to change the name of the State organization to the Outdoor Advertising Association of New York. This change in name was made to link up the association with the recently formed Outdoor Advertising Association of America.

## Dick Jemison Joins Hal T. Boulden & Associates

Dick Jemison has purchased an interest in the firm of Hal T. Boulden & Associates, Inc., publishers' representatives, and has been elected vice-president. Mr. Jemison has opened an office at Cleveland to direct the company's activities in the West.

Mr. Jemison also has been appointed Western manager of the New York *Morning Telegraph*.

His last previous connections have been with the United States Advertising Corporation, Toledo, and Williams & Cunningham, Inc., Chicago, in executive capacities.

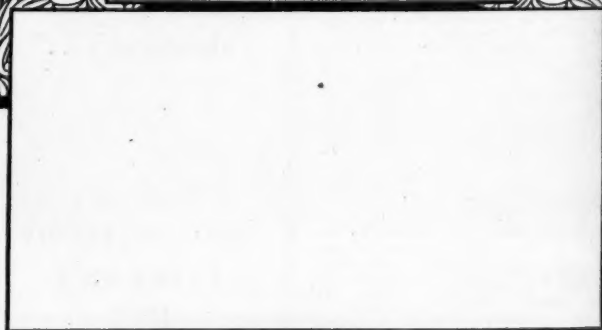
As reported last week, Mr. Jemison will also represent the *Magazine of Wall Street* in Ohio and Michigan.

## "Daily Graphic" New Tabloid for Philadelphia

Publication of the *Daily Graphic*, a tabloid, was recently started at Philadelphia. J. Aaron Lezar is publisher. The Devine-MacQuoid Company, publishers' representative, New York, has been appointed national advertising representative.

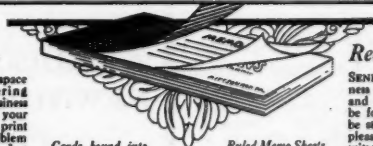
The Moto-Meter Company, Long Island City, N. Y., reports net income of \$509,268 for the quarter ended September 30, compared with \$321,824 in the corresponding period last year. Net income for the nine months amounted to \$1,496,791, against \$1,155,795 for the first nine months of 1924.

Design your Business Card in this blank space:



### An Invitation—

DRAW in the above space the design and lettering you'd like on your Business Cards (or those of your salesmen). Paste in print of trade-mark or emblem if one is to be used. Just a rough layout will do.



Cards bound into  
books of twenty

Ruled Memo Sheets  
between the cards

### To Receive Sketch

SEND us the filled-in business card Coupon above, and an artist's sketch will be forwarded, free. To be steel-engraved if idea pleases you, and quotation suits you. Suggest quantity you might use.

EUGENE A. OLSON COMPANY, HARTFORD, CONNECTICUT

# JOHNSTOWN— An Independent Market

## THE MARKET—

Johnstown is served only by Johnstown retailers and jobbers.

76 miles East of Pittsburgh 168 miles West of Harrisburg 225,000 people live in this prosperous trading area and Johnstown is their metropolis.

Diversified interest make this great independent market perpetually prosperous.

## THE PAPER—

There's not a paper in Pennsylvania that covers its trade area as solidly and at such low proportionate cost. Regular reading of *The Tribune* is a habit inborn with practically every person in the entire trading area of approximately 200,000 population. Net paid over 30,000.

*Cover It All Through*

# THE TRIBUNE

JOHNSTOWN, PA.

NATIONAL REPRESENTATIVES  
BRYANT, GRIFFITH & BRUNSON, INC.

NEW YORK

CHICAGO

BOSTON

ATLANTA

# Who Pays for Special Samples Made Up on Estimates?

Is It Good Business to Ask the Prospect to Pay for Samples When He Places His Order Elsewhere?

THE MASON BOX COMPANY  
NEW YORK CITY

Editor of *PRINTERS' INK*:

We are wondering if you have any information or if any articles have appeared in *PRINTERS' INK* in reference to the practice of making a stated charge for samples submitted to prospective customers, such charge to be refunded in case an order is placed.

In our business we find that we make a considerable number of expensive samples which cost us from \$3 to \$10 each and that a large percentage of these do not bring back sufficient business to warrant them being given free.

We realize that to adopt such a policy might mean the loss of considerable business and therefore would have to be flexible in its scope. On the other hand it might mean a considerable reduction in our overhead and also keep us from getting some undesirable business.

Any data from any manufacturers who have adopted the policy of charging for samples would be of interest to us. Can you help us?

THE MASON BOX COMPANY,  
RALPH L. HARDEN.

ONE large manufacturer in the paper-box and lithographing field said, when this question was put to him: "We make no charge for samples but we do for art work. Should it be necessary to make up samples of paper or cardboard boxes when submitting estimates to customers for their requirements, we make no charge whether we get the order or not. On the other hand, should it be necessary for us to submit the design of a label or create a design for the package, the pencil sketch or layout is accompanied by a preliminary invoice."

The director of one of the large art studios in New York said it is an unvarying practice to attach an invoice to preliminary drawings, even when a definite order had been placed for the finished drawing. This rule, we are told, has been in force with this company for a number of years. Said the art director of the company: "The customer pays, whether rough sketches are billed or not. In the end, the artist's time on preliminary sketches has to be paid

for by somebody, and if the customer doesn't pay for it, the artist or the studio must. The practice of billing for rough sketches has been a boon to us and our customers, for it has completely done away with the habit many customers had of calling for quantities of rough sketches and then forgetting them, or tossing them aside when they did not happen to please and calling for more. When a customer gets a rough sketch with a bill attached for, say, \$5 it gets a great deal more consideration than it would otherwise."

Outside of the field of art work, lithography and printing, the matter of charging for samples does not seem to meet with favor. In the field of direct selling to industry, institutions and other large quantity buyers, samples of the product or package frequently accompany the estimate or proposal, as, for example, when office furniture or appliances are to be purchased by a department of the city, State or county government. Samples, in such cases, are usually not samples at all, but one or more items of the merchandise itself, such as a roll-top desk, a chair, an adding machine, or the like, of stock design. After the contract is awarded, the bidders, particularly the unsuccessful ones, take away their samples. Not infrequently office furniture or shelving is required in special design, made to order, and special samples must be made up to accompany the proposal. In a case of this kind, it is customary to have some understanding about the disposition of the samples. It all depends upon the size of the proposal. If it is to run into many hundreds or thousands of dollars, the manufacturer, realizing how much may depend upon an attractive sample, is often quite willing to take the

## American Bankers Association Journal

*announces the  
appointment of*

**ALDEN B. BAXTER**

*as*

*Eastern Advertising Manager*

---

*Mr. Baxter was formerly with Frank  
Seaman Inc. and more recently Advertising  
Manager of the A. E. Nettleton Shoe Co.*

---

The AMERICAN BANKERS ASSOCIATION JOURNAL  
is the foremost publication in the banking  
world with an A. B. C. circulation of 24,707  
copies per month.

## AMERICAN BANKERS ASSOCIATION JOURNAL

110 East 42nd Street, New York City  
(Telephone, Ashland 8700)

*Pacific Coast Advertising Manager*

GEORGE WIGHT  
25 Kearny Street  
San Francisco

Telephone, Douglas 211

*Western Advertising Manager*

CHARLES H. RAVELL  
332 So. La Salle Street  
Chicago, Ill.

Telephone, Wabash 2770

---

# A Substantial Growth In Circulation necessitates an Increase in Rates

**Effective February 1, 1926**

The new rates are based on a net paid circulation of considerably over 4,000, confined to the 1,200 textile mills in the South, and compare favorably with rates of other industrial journals reaching markets with anywhere near the enormous buying power of the southern textile industry.

*Contracts and schedules for one year placed prior to February 1st, 1926, will be accepted at present rates, but advertising must start not later than the first issue in March, 1926.*

If you sell to textile mills, your biggest market is SOUTH where the industry is continuously GROWING.

Arrange now to advertise regularly in a weekly journal that completely covers this field and that has the absolute confidence and close reader-interest of its subscribers—the executives, superintendents and overseers of southern textile mills.

**FIFTEENTH ANNIVERSARY  
AND ANNUAL REVIEW NUMBER**

*Issue of March 4th, 1926*

## **Southern Textile Bulletin**

DAVID CLARK, MANAGING EDITOR

CLARK PUBLISHING COMPANY  
PUBLISHERS

CHARLOTTE, N. C.

Member  
A. B. C.

Member  
A. B. P.

Sample Copy, A. B. C. Statement and Rate Card Sent On Request

---

risk and make up the samples on his own responsibility.

That is really the answer to Mr. Harden's question. It would be unwise to adopt a hard-and-fast rule, especially in a business where the product is made up on special order. Every customer is different. Every customer's requirements are peculiar to that customer. The salesman or sales manager should be the best judge of how to handle the sample policy. Charging customers directly for samples might be the very worst thing to do. On the other hand, it might be easily possible to have an understanding with the customer about it. Or it could be handled as an indirect sales expense when the order is lost and charged against the individual order when the order is secured. Charging off the expense is a matter of bookkeeping. Asking the customer to pay when he places his order with a competitor is one thing when the sample is standard merchandise, or a pencil sketch, or a design, of more or less intrinsic value, and quite another when it is of absolutely no value to the customer.—[Ed. PRINTERS' INK.]

### G. L. Irwin to Start Own Business

Guy L. Irwin, for many years active in the field of industrial publishing and advertising, will open an industrial advertising business at Chicago on December 1. Mr. Irwin was with the McGraw-Hill Company for a number of years in charge of service activities in the Middle West. More recently he has been with Russell T. Gray, Inc., Chicago advertising agency.

### M. A. Hoyt Dead

Melvin A. Hoyt, for forty years engaged in newspaper work in Wisconsin, died at Milwaukee on November 17. He was owner and publisher of the former Milwaukee *Daily News*, which, following a merger, became the *Wisconsin News*. Mr. Hoyt was sixty-seven years of age.

### J. T. Hammond, Jr., Treasurer, "Onyx" Hosiery

James T. Hammond, Jr., recently treasurer of Lord & Taylor, New York, has been appointed treasurer of "Onyx" Hosiery, Inc., also of New York.

## Binders for PRINTERS' INK Publications

**B**INDERS for the PRINTERS' INK Publications will keep your copies neat and convenient and preserve the sales and marketing information that appears in every issue.

We furnish them at cost plus a small amount for postage. The WEEKLY binders are \$1.00 each, postpaid (figure five binders for a year's copies). The MONTHLY binders are \$1.25, postpaid (figure two binders for a year's copies).

The Printers' Ink Publications  
185 Madison Avenue  
New York, N. Y.

# “ ”

From England we get this comment on our work: *"It is refreshing to come across work done for commerce, of such outstanding merit."*



CURRIER & HARFORD L<sup>td</sup>  
Selective Advertising  
27 East 31 New York Cal 6076

## RESULTS

### MISSISSIPPI POWER COMPANY

Gulfport, Mississippi, Sept. 17th, 1925.

Gulfport-Biloxi Herald,  
Gulfport, Miss.

Gentlemen:

On September 10th we offered to our public an especially attractive purchase on electric irons, and ran, between the 10th and 17th of this month, two advertisements in your publication.

The results obtained were surprising to even ourselves. As stated in our advertisements the sale was to continue until September 30th, and although we figured our stocks were ample to take care of the demand, we have had to re-order by wire so that we would not have to disappoint anyone.

These remarkable results can only be attributed to but one factor, the paramount value of your paper as an advertising medium, and we wish to express our hearty appreciation to The Daily Herald for putting our sale over the top.

You may, of course, use this letter in any manner you see fit.

Again thanking you and with best personal regards, we beg to remain,

Very truly yours,

MISSISSIPPI POWER COMPANY

D. G. PLEASANTS, Sales Manager.

*This is but an example of the letters we get praising the selling power of The Daily Herald—the wide-awake paper that "Covers the Coast."*

## THE DAILY HERALD

Gulfport Mississippi Biloxi  
GEO. W. WILKES' SONS, Publishers

## The American Mercury

has an opening for a  
Competent Salesman  
for its advertising  
space to some of the  
large National Adver-  
tisers—

An extraordinary op-  
portunity for the right  
man.

Address by letter for  
interview Sales Man-  
ager Advertising.

## The American Mercury

730 Fifth Avenue  
New York City

## Making Haste Slowly

WHEN a manufacturer is making his first acquaintance with advertising he is very apt to be impatient and want to take too large a dose of the prescription which he has accepted. PRINTERS' INK consistently has recommended that new advertisers be satisfied with slow progress in the beginning until they have made sure of their ground. Then, when a firm groundwork has been established, extend the campaign in as full a measure as the financial position and the ability of the marketing organization justify.

With this thought in mind, it is interesting to learn how a large and successful advertiser is undertaking the development of a new product. The advertiser is the Procter & Gamble Company, which, over a long period of advertising has created world-wide prestige for its products, Ivory Soap, Crisco and P & G Naptha. Recently, a new product was developed, a distilled radiator glycerine.

Closely tying up with Ivory soap, the company has adopted the name Ivo in introducing its new anti-freeze compound to the public. Ordinarily, it might be expected that a concern like Procter & Gamble, with its advertising and marketing good-will, would immediately start to herald the merits of this new product in a smashing campaign. Its method, however, is quite the contrary.

"We are planning no general advertising campaign," the company informs PRINTERS' INK. "As a matter of fact we are just feeling our way and getting a little experience in this field in order that we can formulate a definite policy for next year." Practically no advertising has been done this year aside from some direct-mail literature and a trade-paper announcement.

Many other advertising beginners and prospective advertisers should find in this advertiser's cautious consideration of a new venture a strong argument for carefully testing proposed plans before they are fully launched.



# IN THE TOILET GOODS FIELD—

## DO YOU JUDGE BY CIRCULATION?

If you do, Good Looks Merchandising has a circulation of 25,000 copies monthly—more than the three other publications in the field combined.

## DO YOU JUDGE BY CHARACTER OF CIRCULATION?

The circulation of Good Looks Merchandising is to every department store in the country, every drug store located in a town of 5,000 population or over and rated at \$5,000 or more, and every wholesale supply house.

## DO YOU JUDGE BY EDITORIAL GOODNESS?

Compare the December or any other issue of Good Looks Merchandising with the best issue of any other book—and you be the judge.

## DO YOU JUDGE BY RATE?

The advertising rate of Good Looks Merchandising per page per thousand readers is way below that of any other paper in the field.

## DO YOU JUDGE BY EDITORIAL AIM?

The aim of Good Looks Merchandising is to unite the whole field of toilet goods distribution, not to serve just one section or division, but to make the editorial content parallel the manufacturer's selling effort.

## DO YOU JUDGE BY READER ACCEPTANCE?

Then let us show you the data we have from toilet goods buyers in every section of the country.

## DO YOU JUDGE BY THE COMPANY BEHIND THE PUBLICATION?

Good Looks Merchandising is owned by the Western Newspaper Union.

**Good Looks**  
MERCHANDISING  
*The Magazine of the Toiletries Trade*

243 West 39th Street

New York City

Pacific Coast Representatives:

Trade Division

THE FRED L. HALL  
COMPANY

WESTERN NEWSPAPER  
UNION

## Petroleum Marketers Discuss Larger Campaign

Plans for the extension of the advertising activities of the National Petroleum Marketers Association, which operates under the name of the Independent Oil Men of America, was one of the principal topics of discussion at a three-day meeting which was held at Louisville, Ky., last week. The convention was attended by more than 500 representatives.

One entire session was given over to a consideration of the association's co-operative advertising which has been running for the last few months. Larger space is to be used and the advertising is to appear in an extended list of publications. Stereopticon slides in color, of the proposed advertisements were shown. E. P. Nesbitt, of Critchfield & Company, Chicago, which handles the association's advertising, explained the details of the campaign. J. C. Elliff and C. C. Parlin, both of the Curtis Publishing Company, also addressed the members at this session. The association is using a red spread eagle as its emblem of quality products, sold through independent oil concerns and is planning to make this emblem a nationally recognized one, featuring it in its advertising, on tank wagons, tank farms, filling stations, stationery and on all property of its members.

Herbert S. Davies has been added to the executive staff as outdoor advertising director.

## Home Study Account for Ferry-Hanly Agency

The Vestoff-Serova Russian School of Dancing, New York, has appointed the New York office of the Ferry-Hanly Advertising Company to direct the advertising of a home instruction course in dancing. Magazines will be used.

## J. N. Dunlevy with India Tire & Rubber Company

J. N. Dunlevy has joined the advertising and sales promotion division of the India Tire & Rubber Company, Akron, Ohio. He was formerly business manager of the Palmer Art Studio, of that city.

## Paul Grant Joins Campbell- Ewald Agency

Paul Grant has joined the Detroit office of the Campbell-Ewald Company, as an account executive. He has been with the Chicago office of Ruthrauff & Ryan, Inc., for the last seven years.

## J. M. Bonbright with Paige-Detroit

John M. Bonbright, for several years with the advertising department of the Chandler Motor Car Company, has joined the Paige-Detroit Motor Car Company, Detroit.

## LARGE INCREASE IN

## ROCHESTER'S GERMAN POPULATION

Since Spring, 1923, Rochester has received a large share of the 65,801 people of German-speaking countries who have access to the United States each year under the new immigration law. Germany has the largest quota of any nation.

L. KLEBAHN  
280 Madison Ave.  
New York  
Eastern Adv. Rep.

ROCHESTER'S GERMAN DAILY

**ABENDPOST**

30,000 GERMANS IN ROCHESTER

FRANKLIN A. WALES  
140 S. Dearborn St.  
Chicago  
Western Adv. Rep.

**CANADIAN ADVERTISING**  
**CALL IN**

**SMITH, DENNE & MOORE**  
TORONTO—92 Adelaide Street West **LIMITED**

The  
BOARD OF DIRECTORS

*announces  
the election of*

MR. WALTER R. HINE

*to the  
Presidency of*

FRANK SEAMAN  
INCORPORATED

*Frank R. Seaman*  
CHAIRMAN

NOVEMBER 18TH, 1925  
470 FOURTH AVENUE  
NEW YORK CITY

## Your Two Big Markets

When you discuss markets in a general way you talk about many different commodities, but when you get down to the root of the subject you find that there are but two primary markets—CITY and COUNTRY.

Many advertisers are trying to develop the country market with the same plans and methods that make good in the city. This is something that can't be done.

There is a big difference between the city and country buyer. The city buyer is fickle. You sell him today and your competitor gets him tomorrow. The country buyer is harder to sell but when you sell him he stays sold.

Your advertising in the small town and farm field should be handled in a special way by men who are intimately acquainted with country people and their habits of buying. It is easy to get their business when you help them to buy your goods.

The country market comprises two-thirds of our total population. Its buyers are very rich and are willing to spend their money for good merchandise.

If your advertising in the country market has not been successful we will be glad to look it over and tell you what's wrong.

**Simpson Advertising Company**

Roy B. Simpson, *President*

Saint Louis

## The Marketing Problems of Rayon

(Continued from page 8)

In 1924, the United States was by far the world's leading producer. It turned out 38,750,000 pounds. England came second with 24,000,000 pounds in round numbers. Germany ran third with 23,672,000 pounds and Italy fourth with 18,480,000 pounds.

This year, the United States will more than hold the lead it had in 1924. It is estimated that its production will total 54,700,000 pounds, and that next year its output will climb to 74,100,000 pounds.

Perhaps these figures are tiresome, but they are necessary to give us a thorough understanding of the industry. The marketing side of the industry cannot be intelligently discussed until this statistical ground-work has been laid.

If the present production of rayon seems large, its insignificance will be evident when we compare it with cotton. The world's production of cotton amounts to about 20,000,000 bales, or about 11,000,000,000 pounds. The world's production of wool is about 3,000,000-000 pounds annually. Silk is produced annually to the quantity of 112,000,000 pounds.

But in no sense should rayon be regarded as competitive with these older textile materials. This is so well explained by W. D. Darby in an article in the *Dry Goods Economist* that I am going to quote a few sentences from it. He writes:

The fact of the matter is that rayon comes into the field at a time when the world needs an addition to its supply of textile fibres. With the natural growth in population and the rapid spread of material civilization, there has been an inevitable expansion of the world's textile requirements. This will become more strikingly evident within the next few years, for the countries of Europe are now recovering rapidly from the economic prostration caused by war and revolution and the uncertainties of readjustment. As an indication of this may be cited the fact that consumption of cotton during

the season 1924-25 jumped about 2,000,000 bales over the consumption for the preceding season.

But the supply for the important textile raw materials has not been expanding. The cotton crop varies from year to year, but in the aggregate it is no larger than before the war. The same is true of wool. And no very great expansion in the production of these materials seems likely, for they both require conditions which are increasingly difficult to achieve in the modern world—cheap labor in the case of cotton and large grazing areas in the case of wool.

The demand for textiles, in other words, threatens to exceed by an increasing margin the supply of natural textile fibres. And rayon seems calculated to fill the gap. Being a fabricated product the supply can be increased in proportion to the growth of demand.

Mr. Darby also makes the point that if rayon is competitive with any of the other materials, it comes the closest to competing with silk. It was developed as an imitation of and substitute for natural silk. "Its extraordinarily rapid expansion might have been expected to make serious inroads on the consumption of silk," says Mr. Darby. But as a matter of fact, rayon has not hurt silk at all. Silk consumption has increased enormously during the very period that the rayon industry has been expanding so rapidly. In the article on the marketing side of the subject, this phase of the question will be considered further. It will be shown that rayon is not a competitor, but on the contrary it is an ally of these older fabrics."

So we see that so far as its competition is concerned, rayon is not over-expanding. Neither is it expanding from the standpoint of demand. Ever since rayon has been improved and its original faults largely eliminated, the material never has had to be sold. The output of the mills is contracted for long before it is ready for delivery. In this country and in England, demand has always greatly exceeded the supply. The same situation held on the Continent until recently. There, also, the mills were always behind in their orders. The adoption of a tariff by Great Britain against rayon importations has hurt the Continental producers. Besides, the United States is the biggest

# Agree

**H**EADS as well as hands, sense as well as skill, material as well as men enter into the effective setting of advertisements.

A complete printing establishment has them. *We have!*

**McGRAW-PHILLIPS  
PRINTING COMPANY**

INCORPORATED

*A Complete Printing Establishment*

10th Ave. at 36th St., New York

# Cabinets

*for*

## Advertising Display

We have a plant equipped to turn out small chests and boxes where cabinet finish is required.

We are particularly interested in cabinets used for advertising display, with or without glass top, small wooden boxes which could be used as candy containers, tobacco or cigarette containers, or any class of work where quantity runs can be had.

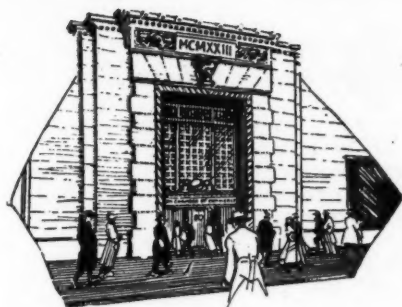
We would like to hear from parties interested in having this kind of work made up.

**WHIKAN INCORPORATED,**

Cornwells Heights,  
Bucks County, Penna.

market for rayon. While this country has had a 45 per cent *ad valorem* duty on imported rayon, this tariff did not act as an insurmountable barrier. However, as I have already explained, most of the big European producers began establishing manufacturing connections in this country. This development naturally tended to shift the business from the European concerns to the American companies. Nevertheless, this country is still importing a lot of rayon. It will continue to do so until American plants are able to come within hailing distance of demand. Undoubtedly, our current purchases of foreign rayon would be larger except for the fact that there is an opinion in the trade that the material made on the continent is not up to American quality. In the course of this investigation, I encountered several men who were emphatic in their claim that the European product does not work up so easily as the domestic yarn.

Another reason why it is unlikely that the rayon industry will reach the saturation point for many years, at least, is because the manufacturing of the product is not an easy matter. The process is delicate and tedious. In the first place, it takes considerable capital to enter the business. The *Textile World* says that \$3,500,000 per unit is the minimum capital a company should have to enter this industry. It is usually two or three years after a rayon company projects a plant before it is producing. One reason for this is that there is no trained labor for this industry in this country. It takes a long time to train labor for the work. In some cases, the product turned out for the first two or three years is not of the first quality. Then, too, the chemistry end of the business is difficult. The process must be watched by highly-skilled chemists all through the course of manufacture. Eternal vigilance is the price that the producer in this line must pay for a quality product. On this subject let me quote a writer in the *Textile World*. He writes:



We have moved,

to the New Chamber of Commerce  
Building, 80 Federal Street, Boston.

The main entrance to this fine home  
of the world's largest Chamber of  
Commerce is illustrated above.

Here at the centre of the business  
life of New England we shall always  
be pleased to welcome our friends.

*The Grumleaf Co.*

Advertising and Merchandising Counsel  
80 Federal Street, Boston

---

# LETTERS



**A** LETTER or a circular? *Bond* or coated papers? Our process produces illustrations beautifully on *bond* paper. We print illustrated *letters* not circulars.

## OFFSET GRAVURE CORPORATION

110 Seventh Avenue  
Long Island City, New York

---



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## I WANT A PARTNER

For 18 years I have been at the helm of a small but successful advertising organization, enjoying agency recognition, high credit and a consistent record of earnings. I have now reached a point where I am ready to consider a partner—a man who has a proven record as a sales executive in the advertising field—preferably in Chicago, and who is particularly sold on the possibilities of Direct Mail Advertising. Ability to produce, energy and character are of more concern to me than available capital. This isn't a job at any price but an opportunity. Can only be discussed by a personal interview so please don't answer unless you are willing to go on record in giving sufficient information to justify a reply.

Address "G," Box 21, care of Printers' Ink, 230 South Clark St., Chicago, Ill.

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This skeleton outline tells only a part of the story. It does not include the most important part of rayon manufacture—the unceasing vigilance necessary in maintaining strengths of solutions, adjusting temperature and pressure conditions in the various operations, and testing the product at each stage to make sure error has not crept in. To carry on this regulatory control a staff of chemists and engineers, provided with adequate laboratory facilities, is necessary.

In addition, research work is conducted constantly to improve the product and to increase efficiency of production.

Another important reason why rayon need not worry about its market for a long time to come is the fact that the uses for the product are being daily extended. And the significant thing about this is that these uses are being developed practically without any effort on the part of the industry itself. With this article, there appears a table showing the percentage consumption of rayon by industries from 1912 to 1923. The time is coming when the industry is going to give more attention to developing markets, particularly by cultivating additional uses for the material. That side of the subject will be considered in the next rayon article, which will appear in an early number of PRINTERS' INK.

### A. E. Shutz, President, Gage Brothers & Company

A. E. Shutz, who has been associated with Gage Brothers & Company, Chicago, wholesale millinery, for nearly twenty-five years, has been elected president to succeed F. W. Crandall, retired. J. P. Delaney, formerly in charge of city sales, has been made sales manager.

Frederic O. Ebeling, formerly advertising manager, has become secretary and treasurer. It was erroneously reported last week that he became secretary and treasurer of Behel and Harvey.

### Appoints H. H. Reber Company

The *Army and Navy Journal*, Washington, D. C., has appointed the H. H. Reber Company, publishers' representative, as its advertising representative in the Eastern territory.

### H. C. Hughes with John D. McAr

H. C. Hughes has joined John D. McAr, Calgary, Alta., printer and bookbinder, as advertising manager. He was formerly with the *Toronto Globe* and the *Detroit Free Press*.



## AN ANNOUNCEMENT

of special importance  
to national advertisers

*Effective November 1, 1925, the staffs of the*

E. P. REMINGTON ADVERTISING  
AGENCY, INC., BUFFALO, N. Y.

*and the*

WALZ ADVERTISING AGENCY, INC.,  
BUFFALO, N. Y.,

*were united under a single management.*

The combined organizations will continue to serve national advertisers under the name "E. P. Remington Advertising Agency, Inc."

By virtue of this consolidation, the agency becomes in point of resources, personnel and volume of business, the largest agency in the state with headquarters outside of New York City.

This organization of about 50 people including 15 experienced executives serves important manufacturers in practically every industry such as radio, hardware, automotive, drug, technical, building material, household equipment, wearing apparel, and office equipment.

The strengthening of our organization will not only benefit our present clients but also places us in a better position to handle the accounts of other manufacturers who may care to avail themselves of our service.

E. P. REMINGTON ADVERTISING AGENCY, INC.  
1280 Main Street, Buffalo, N. Y.

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### OFFICERS

ADDISON F. VARS  
President

RAYMOND E. WALZ  
First Vice-President

FREDERICK W. KENDALL, JR.  
Vice-President

WILLIAM J. RICHARD  
Treasurer

E. K. EMERSON  
Secretary

---

## Sales Executive

A CORPORATION internationally known, marketing its products of women's wearing apparel under a trademark which has been consistently advertised for more than a quarter of a century, is desirous of adding to its organization a Sales Executive who has had experience in planning and executing sales campaigns involving the distribution of merchandise in small towns as well as through large department store channels.

The man sought must be able to develop leadership. He must be able not only to plan, but in case of necessity, to show how it can be done. He must have a thorough knowledge of marketing conditions, and of the country.

To a man who has had the experience, who has held positions of responsibility, who is a clear thinker and a hard worker, a good opportunity is offered with a future.

Please outline personal history and experience.

All letters will be treated in strict confidence.

Address "J," Box 24, care of Printers' Ink.

## What Is the Best Form of Copy- right Notice?

THE NATIONAL REFINING COMPANY  
CLEVELAND, OHIO  
Editor of PRINTERS' INK:

We are wondering whether or not you can cite us any legal decision bearing upon the use of the letter "c" enclosed in a circle where the advertiser has used this mark only as a protection for his copyrighted advertising.

We have already read:

PRINTERS' INK, May 18, 1925; page 23.

PRINTERS' INK, December 11, 1924; page 72.

PRINTERS' INK, November 15, 1923; page 93.

PRINTERS' INK MONTHLY, January, 1923; page 82.

But we can't find anything about this in the above articles.

We notice in going over current magazines and newspapers that a large number of advertisers merely indicate in the lower corner of their advertisement copyright notice by designating the letter "c" in a circle followed by the name of the company abbreviated, and in some cases the full name of the company and in some cases merely the "c" enclosed in a circle.

This seems to be common practice with a lot of advertisers but the point that we want to ascertain is whether or not such a mark would be supported by the Federal statutes.

THE NATIONAL REFINING COMPANY  
CHARLES L. ARCHBOLD,  
Advertising Manager.

**M**AGAZINE and newspaper advertisements, when they are artistic creations and describe a tangible article are subject to copyright under the provisions of the law regarding the copyright protection of prints and labels, and are registered in the trade-mark division of the U. S. Patent Office. Prior to 1909, the office required that the full notice of copyright be printed on the advertisements, thus: "Copyright, 1908, by George H. Smith & Co.", and that the notice be rather conspicuously placed. But since that year the office, following certain changes in the law, has allowed considerable latitude.

Section 18 of the law of 1909 provides that the copyright notice may consist of a letter "c" enclosed within a circle, accompanied by the initials, monogram, mark or symbol of the copyright proprietor, provided that on some accessible portion of the copies his

"Be sure it's **HENRY**"

# ROMEIKE

## PRESS CLIPPINGS

### A National Service

covering all daily newspapers in the U. S., also a full line of scientific, farm and trade magazines, rendering a service distinguished by its completeness.

**HENRY ROMEIKE**  
220 W. 19th St. New York

No connection with other ROMEIKES

## Representative for Art Service

**A** seasoned man who is familiar with the accounts of the larger and better agencies in New York City and vicinity, who can visualize, plan and talk constructive layouts. Generous drawing account and commission to the man *who knows*. Tell us in strict confidence of your experience and accomplishments.

Address "O," Box 29, care of  
Printers' Ink

## Direct Advertising Executives Wanted

By an old-established Chicago concern with a record of successful direct advertising service which makes necessary an enlarged organization. The men desired must have a background of experience in the planning and production of successful merchandising programs which will function profitably for clients. They must have an appreciation of and an ability to plan programs which will function in conjunction with other forms of advertising and the clients' sales organization. Their viewpoint of direct advertising must comprehend it as a merchandising force rather than printed matter (and they must have the ability to so picture and sell it to business executives). They must have had actual selling experience that their recommendations may be practical rather than theoretical.

The men we have in mind may now be employed in positions where the full scope of their experience and ability may not find expression because of limitations imposed by lack of appreciation of direct advertising as a business-building force, or because of absence of proper organization to function competently in planning and production.

The type of men we have in mind know the character of information we require in reply to this advertisement. They also know that any communication they address to us will be treated in confidence.

Address "T," box 171, care Printers' Ink, 230 S. Clark St., Chicago, Ill.

name shall appear. This provision undoubtedly answered the demand for a simple method of presenting the notice which would not detract from the appearance of artistic production used in commerce. Since the method has the authority of a Federal statute, there is not the slightest doubt that it is just as adequate, from a legal standpoint, as the complete notice formerly required.

It should be remembered that the validity of a copyright depends on the notice to the public of the existence of copyright registration and the name of the owner. The law requires that every copy of the artistic creation shall bear the notice of both copyright and ownership. While a great many court decisions bearing on this necessity have been handed down, a careful search of the records of the trade-mark division has failed to disclose any decision which makes any distinction whatever between the two forms of notices. According to one of the Patent Office officials, a good rule for guidance is as follows:

If the artistic creation is of such a nature that its appearance will not be marred by a conspicuous line of type, the full notice should be used. But if the full notice detracts from the good appearance of the advertisement or other creation, then the encircled letter "c" with initials should be substituted. In this case, if the advertiser is the owner of the copyright, his name, if signed to the advertisement, will be sufficient to identify the ownership of the copyright designated by the encircled letter "c."—[Ed. PRINTERS' INK.]

### F. G. Yaniz with Export Advertising Service

F. G. Yaniz, recently general manager of *Revista Universal*, New York, has joined the New York office of the Export Advertising Agency. He also has been with the foreign department of Frank Seaman, Inc.

### Advanced by "Cosmopolitan"

Miss May G. Linehan has been appointed director of the educational department of *Cosmopolitan*, New York, in charge of school advertising.

# A well-known 4A Agency wants this “hard-to-get” a c c o u n t e x e c u t i v e

There is no shame in admitting that good men are harder to get than good accounts.

We'll make interesting overtures to an Account Executive whose record and ability will fit in with the ideas of an agency known for the human quality of its work. Please be specific.

Address “R,” Box 170,  
Printers' Ink.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

London Office: 4043 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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ROBERT W. PALMER, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
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D. M. Hubbard  
Russell H. Barker

Washington: James True  
London: Thomas Russell

NEW YORK, NOVEMBER 26, 1925

## An "Early" Christmas

Each succeeding year, holiday buying is pushed a little farther ahead. A certain large general merchandise distributor has been in the habit of displaying his Christmas lines and starting his Christmas advertising on July 1. By constant hammering away he usually succeeded, along about September 1, in getting the retailers to start buying.

Last year, he had a big rush of holiday business by July 15. This year, he got going by June 1 with his fall and holiday merchandise, and just a month later the business started with a bang.

There are, of course, the soundest of reasons back of this early buying. The sooner the re-

tailer can be induced to arrange for goods, the sooner he will make his selling plans. By putting his goods on display early, he is going to sell more as well as buy more. The dealer buys more leisurely and his purchases are larger. The consumer does the same. With the last minute rush reduced, selling is more economical and profits accordingly larger. Manufacturers and jobbers who are influencing the retailer to advance his holiday buying are doing an exceedingly profitable thing for business in general.

Holiday stocks are going on sale much sooner than usual this year. People will buy more than formerly because of this fact—and also because they have more money to spend. Many millions of dollars have been saved during the year through the Christmas clubs conducted by the banks. This will be an early Christmas, speaking in a merchandising sense, and a tremendously profitable one.

## Flabby Selling Here Again

During those days of easy selling immediately following the war when everybody was scrambling for merchandise without much regard for price or quality we had occasion to warn sales managers against flabbiness. It was our idea, which was more than justified by subsequent events, that the salesmen would likely be spoiled by the absence of what the advertising men call "sales resistance" and would have a hard time of it with things tied up again.

Leading business firms got careless about their advertising. The prosperity of the moment temporarily robbed them of their perspective and they did not build consistently and sufficiently for the future. Salesmen quit fighting because there was no immediate need for fighting.

When the inevitable payday came, firms had the hardest kind of a struggle to get back. Even today they are not so prosperous as they would be if advertising and selling continuity had not

been broken. They lost something they never can regain.

We are going back into this somewhat ancient history because we believe flabby selling and easy-going advertising are again afflicting business—at least in a measure.

The other day a prominent Chicago manufacturer told us of his experiences in buying, or trying to buy, a fleet of ten motor trucks. He called up the local distributor of whom he had bought ten trucks a few months previously. The distributor was polite enough but no salesman called to follow up the lead. The manufacturer then went down to the house but nobody seemed to want to bother with him. He could not find out the wheel-base of the new truck or whether certain minor changes might be made in the gasoline tank. Seemingly the sales force was too busy selling passenger cars.

He went to another distributor and literally had to force himself upon the sales manager. He asked for information about the truck but it evidently was a stranger to the salesmen. Finally he placed his order for the ten, trusting to the general reputation of the company and taking a chance on being satisfied.

"Such incidents," E. S. Jordan, president of the Jordan Motor Car Company, tells us, "are common in this business. The automobile salesmen throughout the country are for the most part an up-stage lot. It is due to the fact that in periods like the present it is so much easier for a salesman to make money by the quick delivery of a passenger car to the prospect who is ready to buy a job with standard equipment than it is for him to make money selling anything that requires extra time or effort."

Mr. Jordan expresses the opinion further that "of course, competition will come sometime that will change this condition," but that if the manufacturer now tries to put pressure behind the salesmen they would immediately ask why he did not deliver as many cars as they could sell.

Mr. Jordan is right. That time certainly will come and the motor car producers will be the losers.

The truck incident is introduced here as an illustration of a condition that is becoming so prevalent as to cause real apprehension among manufacturers with the truly developed advertising sense who realize the danger of failing to take proper thought of the morrow.

This is something to think about. And the best of all times to do the thinking is in the period of solid prosperity such as the present.

### **Discovering the Real Objection**

The president of a company in the specialty field said recently that next to getting an actual order he liked to have his salesmen bring back the buyers' real sales objections. Study and co-operation to secure the best possible answers to genuine objections have led to his company's largest sales, suggested changes in the product and new sales outlets. Getting the honest sales objection is the first step in most worth-while sales in any line. There is no need for a salesman if there is no actual selling to be done.

The prospect may say he is not interested or register some objection. It is the salesman's task to interest him and to discover if the objection is a real one or the buyer's method of saying "no." If the salesman discovers the real objection, he can get the help of the home office in marshaling his facts to overcome it. He can come back prepared to prove his point that the buyer's objection is not based upon a full knowledge of the facts. If he can't, he should get ready to change his job, for something must be wrong with the product or the company's policy. Knowing what is holding back the buyer is the entering wedge for almost every sale.

The salesman who uses his buyers' sales objections as alibis instead of stepping stones to more sales is not measuring up to his name of salesman.

The modern sales executive

uses honest sales objections as valuable tools for sales promotion and often as a means of closer and more valuable contact with the production department.

It is well to remember that if there were no sales objections there would be no salesmen, and no improvements in the product.

They are things to be used, not feared.

### **Advertising Not a Formula**

It isn't often that a publication repeats one of its editorials. We do not recall that **PRINTERS' INK** has ever republished an editorial. But we are going to reprint one now. In the issue of June 3, 1920, there appeared an editorial entitled "Advertising Not a Formula." The situation described in that editorial, which appears below, exists today just as much as it did in 1920.

Despite all that has been said to expose the absurdity of the idea, there are those who persist in believing that to become successful in advertising all one has to do is to observe some mysterious formula.

It is a most undeserving tribute to the wisdom of **PRINTERS' INK** that a few of our friends pay us when they sometimes infer that we possess this formula. "Look at these advertisements," they will say, "and tell us whether or not it will pay us to run them in so-and-so." About all we say in return is to blush and stammer: "Much obliged for the compliment."

Frankly, we are not able to tell by looking at an advertisement whether or not it will bring home the bacon. We do not believe that the world has yet produced an oracle who can tell.

In the thirty-two years of its existence, **PRINTERS' INK** has reviewed many hundred advertising campaigns. We have seen campaigns, that were built up step by step with the most exacting regard for known advertising law, fail. The severest critic of advertising would have pronounced the advertisements used as failure-proof. On the other hand, we have seen pieces of advertising copy that apparently violated every recognized advertising principle succeed in a big way.

What is the explanation of these contradicting experiences? It is simple enough. Success in advertising is not a matter of advertising alone. A hundred and one far-flung factors in the market operate either to help the advertising or to interfere with its success. To weigh these factors nicely in advance and to tell exactly how one is going to react on the other is, of course, impossible. It is especially impossible because advertising deals with the volatile human factor. What humans will do in any given instance can never be revealed by a merchandising test tube analysis.

For this reason, there is always bound to be a legitimate difference of opinion as to methods of advertising just as there is a difference of opinion in all matters of business operation. All do not achieve success in the same way. One concern makes a great success selling by mail and another is just as successful selling at retail. One company specializes in low-price goods and another goes in for merchandise of the highest quality. Both succeed.

The most that anyone can do is to study the successes and thus find what methods they used. That is what **PRINTERS' INK** is constantly doing. The articles it presents deal in the main with concrete advertising accomplishments. In this way tried principles and sound methods of procedure under given circumstances are being gradually unearthed. We are not trying to publish a textbook of advertising theory, for the simple reason that we know that advertising or business practice in general cannot be reduced to a mathematical formula.

### **Retail Furniture Course in January**

The third session of the National Retail Furniture Institute of Grand Rapids, Mich., will be held from January 18 to 23. The course is devoted to retail merchandising methods for sales managers and other executives of retail furniture stores and is conducted under the auspices of the National Retail Furniture Association and the Periodical Publishing Company. C. Reid Webber is managing director.



NEWSPAPERS FILM CORPORATION  
217 WEST ILLINOIS STREET  
CHICAGO, ILL.  
JAM HANCOY PICTURE SERVICE

To H. S. Meisler, M.  
1003 E. Perry St.  
Buffalo, New York

Where shall  
I  
look for  
Prospects

Store Meetings  
by Mail

## Illustrated Talks Made Easy

*For Dealers, Agents and Salesmen*

WITH the assistance of progressive sales promotion clients, this organization has developed a sound method whereby the sales manager can control any number of sales or service meetings at a distance—correct and standardized, with every point made clear.

The method has been in successful operation for sufficient time to confirm its great value and to perfect its operation. It is now possible to hold any number of store meetings or local conventions simultaneously, at a cost of a few dollars each, without traveling expense, executive supervision or loss of men's time from the field.

Over fifteen hundred bi-weekly meetings are being held by our clients, all exactly according to pre-approved plan. The method makes everything easy.

We are organized to give whole-hearted service to a few other progressive companies which wish to train the retail salesman by a fool-proof method that saves expense. For this purpose, we offer the services of an experienced staff, highly skilled by ten years of preparing special material for training purposes, directed by sales promotion ability of high calibre and governed by sound ideals.

## Newspapers Film Corporation

217 West Illinois Street, Chicago, Ill.

NEW YORK REPRESENTATIVE, 100 EAST 42nd ST.  
STILL AND MOTION PICTURES—PROJECTORS—ANIMATED DRAWINGS—  
SCREENS—SLIDES

# Advertising Club News

## Poor Richard Club to Review Trade-Mark History

The history of the trade-mark, from its development in earliest times to its importance as a factor in business today is to be reviewed and portrayed at the forthcoming annual banquet of the Poor Richard Club. The banquet committee has decided upon January 18 as the date.

The banquet will be held at the Bellevue-Stratford and the decorations will consist of trade-marks of nationally advertised products. This year the Poor Richard Players, an organization of club members, will take a more prominent part in the entertainment of the evening. The event this year will be especially significant as it will take place several weeks after the formal opening of the new clubhouse.

Another exhibit of advertising will be held in conjunction with the dinner and because of its success last year, the exhibit will be extended over a period of three days. Part of the exhibit will be devoted to the work of students in the Charles Morris Price School of Advertising, which is conducted under the auspices of the Poor Richard Club.

The arrangements for the dinner are in charge of the following committee: John Clark Sims, director; Harry L. Appleton, decorations; Karl Bloomingdale, club talent, assisted by J. B. Mackenzie; Jules Mastbaum, professional talent; Ernest W. Tallman, souvenirs; and J. A. Lutz, publicity.

\* \* \*

## Chicago Women's Club Celebrates Anniversary

The Women's Advertising Club of Chicago celebrated the eighth anniversary of its founding with a dinner dance at the Parkway Hotel on November 18. Donald B. MacMillan was one of the principal guests and related some of his Arctic experiences. Other speakers were: Charles H. Stoddard and Mrs. Helen Carter Johnson, founder-president.

\* \* \*

## St. Paul Town Criers Hear Retail Advertisers

The Town Criers Club of Saint Paul, Minn., recently held a retail advertising night at which the advertising managers of eight of the city's largest retail stores gave short talks, outlining different phases of their work.

\* \* \*

## Toledo Club Forms Agency Group

The Toledo, Ohio, Advertising Club, has organized an advertising agency departmental. The new group will meet fortnightly.

## Tenth District Clubs Elect J. P. Simpson

James P. Simpson, of Dallas, Tex., was elected chairman of the Tenth District of the Associated Advertising Clubs of the World, at its annual convention which was held on November 19 and 20, at Fort Worth. In a talk on publicity, J. H. Allison, publisher of the Wichita Falls Times, urged advertising agents, managers and publishers to raise the standard of advertising and to use extreme discretion in the matter of free publicity.

In a talk about his traveling experiences, C. K. Woodbridge, president of the Associated Clubs, said that "Europe recognizes that we are masters in the art of advertising."

F. J. Gannon of the Northern Traction Company, Fort Worth, spoke on "Public Utilities Advertising."

\* \* \*

## Must Brand "Seconds" in Advertising at Terre Haute

The Better Business Bureau of Terre Haute, Ind., has been instrumental in having an ordinance passed which makes illegal the advertising of "Seconds" of any kind of merchandise without specific statement that they are not first-class goods. The ordinance defines the meaning of the term "seconds," as including second-hand merchandise, blemished or defective goods, goods that have been rejected by the manufacturer as not being first-class, or articles that have been rebuilt or used.

\* \* \*

## Cleveland Club to Have Exhibit Room

The Cleveland Advertising Club is planning to have a room that will be devoted exclusively to exhibits of advertising products, devices, systems and goods. Weekly changes will be made in the exhibits to enable club members to study the different phases or lines of advertising in which they are interested.

\* \* \*

## J. S. Landsman, President, Danbury Club

Joseph S. Landsman has been elected president of the Advertising Club of Danbury, Conn., succeeding Harry S. Palmer, resigned. Frank W. Hanson is now vice-president.

\* \* \*

## Kansas City Club Sales Managers Meet

The Sales Managers Division of the Kansas City, Mo., Advertising Club, recently held its first meeting of the season at which W. H. Farley, director of trade relations with the National Cash Register Company, was the chief speaker.

## New York Advertising Women Hear Talks on Business Papers

The November meeting of the League of Advertising Women of New York was given over, principally, to a discussion on business papers. George O. Hays, Eastern manager of the Penton Publishing Company, spoke on "How Industrial Publications Serve Industry." He went into the history of industrial publications, showing how they have paralleled, in growth, the various industries which they serve.

Russell L. Putnam, director of industrial advertising of the A. W. Shaw Company, discussed "Horizontal and Vertical Business Papers." These addresses were followed by a summing up of business papers in relation to their value to industry and to advertisers which was made by Jesse H. Neal, secretary-treasurer of the Associated Business Papers, Inc.

\* \* \*

## Honor St. Louis Junior Club on Tenth Anniversary

On November 17 the Junior Advertising Club of St. Louis celebrated its tenth anniversary with a birthday party and old timers' meeting at the Hotel Buckingham. The event was honored by the Advertising Club of St. Louis which was officially represented by the following officers, Norman Lewis, George C. Stohlman and Arthur E. Schanuel.

Robert E. Lee, David R. Williams, of the St. Louis *Globe-Democrat*, P. M. Hitchcock and D. J. O'Connell, newly elected president of the Junior club, were among those who addressed the meeting. There also was in attendance many men who were members of the Junior Club from five to ten years ago, including Griffin McCarthy, the club's first president.

\* \* \*

## Cleveland Club to Form Membership Division

The Cleveland Advertising Club will shortly organize a membership division to be known as "The One-a-Month Club." This group will meet monthly and only members of the club who obtained at least one new member during the membership drive will be eligible.

\* \* \*

## Lantern Club to Hold Annual Dinner

The annual dinner of the Lantern Club of Boston, an organization of publishers' representatives, will be held on December 8, at the Woodland Country Club, Auburndale, Mass.

\* \* \*

## Ray Brouillet Heads San Francisco Committee

Ray Brouillet has been appointed chairman of the membership committee of the San Francisco Advertising Club.

## Chicago Advertisers Take Inventory

The Advertising Council of the Chicago Association of Commerce surveyed the progress which the city has made in advertising, publishing, printing and allied lines in the last twenty years, at its last weekly meeting. This meeting was one of a series held during the week by the Chicago Association of Commerce as a part of its twenty-first anniversary program at which inventories were taken of various phases of the city's activities and plans were laid for furthering its progress as the Great Central Market.

The principal speakers at the luncheon were Robert R. McCormick, editor, Chicago *Tribune*, William H. Mann, general manager, Marshall Field & Company, Merritt Lum, vice-president, A. W. Shaw & Company and R. L. Whitton, general director of sales, General Outdoor Advertising Company.

\* \* \*

## Sustaining Memberships for New York Junior Club

One hundred and sixty-three members of the Advertising Club of New York have become sustaining members of the Association of Young Advertising Men of that city. The latter organization reports that it would have found it impossible to carry out its proposed educational program because of its low initiation fees and dues, were it not for this move.

D. H. Porteus has been appointed vice-president of the junior association, succeeding Charles Forbes, resigned.

\* \* \*

## Poor Richard Club Marketing Applebutter

Anyone who has ever been to the Long Table of the Poor Richard Club, Philadelphia, knows of its applebutter, and the phrase "Pass the Applebutter." Now the club has placed the branded applebutter on the market, marking it, "Poor Richard Applebutter," and using as a slogan, the phrase, "Pass the Applebutter." The product, put up in crocks, is for sale at stores as well as at the club.

\* \* \*

## Eleventh District Convention

The convention of the Eleventh District of the Associated Advertising Clubs of the World, which includes Colorado, Utah, Idaho, Wyoming, New Mexico, Arizona and Nevada, will be held at Pueblo, Colo., during the last week of February.

\* \* \*

## Joliet Lecture Course Ended

A series of ten lectures by Dr. Paul W. Ivey, who conducted his Ivey Salesmanship Institute at Joliet, Ill., under the auspices of the Advertising and Sales Club of that city, recently was concluded. The proceeds will go toward establishing a business library for Joliet advertisers.

# The Little Schoolmaster's Classroom

RECENTLY, the Schoolmaster had occasion to be present at a jolly luncheon at which seven other men were guests. In the course of the repartee which characterized the gathering, one of the men became momentarily serious and said:

"I wish that I could shut my mind to business matters just as I can close my desk. But I suppose that is easier said than done. I find myself thinking and planning my work into the late hours of the night. Often it keeps me awake. Sometimes it really interferes with my work the next day."

And then this reply: "Well, Bill, maybe if you did a good day's work from nine to five you could quit with a clear conscience and call it a day. No doubt what keeps you awake at night isn't real thinking about the work but your conscience pricking you about what you didn't do in the day just closed."

It was said in jest. But under the guise of a humorous reply, there was a real thought for serious consideration.

The Schoolmaster knows full well that if he neglects the work which the day brings forth, there come to him at evening countless reminders. There is the mental reminder that so and so must be done the first thing in the morning. There is this letter which must certainly be answered the very first thing. Then there is this man to be seen and this matter to be wired about and that other matter to be attended to early in the morning.

Then, during the night, he awakes with a start recalling the fact that a certain other matter was not attended to. So he wakes up completely in order to impress upon his mind this most important detail. And then he feels sure that it will be forgotten. So many things are overlooked in the morning that he thought of during the night! So he gets up and hunts a pencil and scrap of paper and jots it down.

A little later, he fears that he will forget the paper. So he gets up and pins it to his hatband.

And the next morning he tells himself that he has no business bringing daily problems home with him.

Now, had he done a conscientious and full day's work the day before, and made it his business to clean up his desk, this demoralizing evening would have been spared him. He would not have had to bring the business home.

Perhaps there is a serious thought back of the humorous return: "Maybe if you did a good day's work from nine to five you could quit with a clear conscience and call it a day."

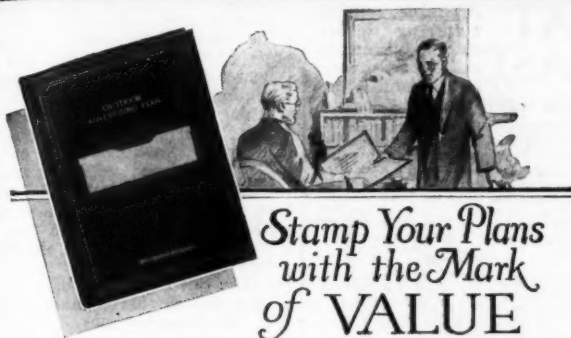
At any rate, it is worth trying.

\* \* \*

The measure of a salesman's work, aside from sales volume itself, may be read in the number of calls that he makes daily. Most sales managers require their men to make written reports of their calls. Sometimes that is done more as a matter of discipline than anything else. After talking with a Toledo sales manager who really uses these reports, the Schoolmaster cannot but wonder if many executives are not overlooking an asset when they fail to study and interpret them with the utmost care.

It happens that direct mail is virtually the backbone of this Toledo company's plan of sales promotion. The mailing list, then, is of greatest importance. Every salesman's call, as reported to the home office, is checked against the mailing list, and a new name is added to the list if the dealer on whom the salesman called appears to be a prospective buyer of the company's products. This practice also keeps the mailing list correct as to changing addresses and the names of individuals to whom advertising should be directed when that is desirable.

It may be that a salesman will not consider a dealer important



## Stamp Your Plans with the Mark of VALUE

**C**AMPAIGN Plans, Sales Analyses, Market Surveys and other important reports and proposals will be instantly identified as something important and valuable if presented in Molloy Covers.

The leather-like texture, "feel" and color of Molloy Covers lend their contents such an air of professional dignity that the reader is in a receptive frame of mind before the first page is seen.

A Molloy cover is the perfect "approach" in printed salesmanship.

S. D. Warren Co. bind reports of Annual Meetings in Molloy Covers, thus making them a permanent record of proper dignity. Let us suggest a cover for the report of your meeting.

Molloy-Made and MoCo Covers satisfy every cover requirement—one being artificial leather, the other paper with the same leather-like appearance. Let us tell you more about them.

## THE DAVID J. MOLLOY COMPANY

2851 North Western Avenue, Chicago, Illinois

Prospect-Fourth Building, Cleveland  
218 E. 84th Place, Los Angeles

300 Madison Ave., New York  
Carlton Publicity Limited London

# MOLLOY MADE

Commercial Covers



for Every Purpose

## AT LAST

A simple, reliable lettering device that enables an unskilled person to do perfect hand lettering in many styles and sizes.

The Vizagraph is in constant use by Advertising Managers, Agencies, Engravers, Printers and Publishers for drawing headlines, layouts and dummies of all kinds. Its cost is moderate and it quickly pays for itself in time and money saved and in improved work.

Send for illustrated booklet showing samples of Vizagraph work.



**VIZAGRAPH COMPANY**  
154 Fifth Avenue, New York City

## SALES MANAGER

**WANTS CONTROLLING INTEREST IN GOING MANUFACTURING COMPANY**

*By Purchase,  
Commission  
or Option*

For family reasons, I will move from Chicago. I want to take over the sales and future of some company whose product is good, salable and can be enlarged into national distribution.

Unquestioned ability, experience and integrity. Now holding one of the best jobs in Chicago.

Address "N," Box 28, care of Printers' Ink.

## American Lumberman

Est. 1873 CHICAGO, ILL. A.B.C.

### COVERS

The Entire  
Lumber Industry.

enough to call on oftener than once in two or three months. In the interval the dealer may forget all about the salesman and his house. With direct-mail material coming to him regularly, the dealer is bound to remember the line. Perhaps he will mail a fill-in order or two occasionally on the blanks enclosed with the broadside, folder or letter. The point is that the manufacturer gets more thorough coverage than he could get depending on the salesman alone.

The call reports are used in still another way that commends itself to the Schoolmaster. When they have been digested at headquarters, copies are made and sent to the company's jobbers. The jobbers are interested. This is advertising that they will read because the hook-up with them is definite and apparent. Since the manufacturer began this practice there has been no complaint from jobbers on the grounds that they were not getting the right support from the manufacturer and his salesmen.

\* \* \*

Whether to modernize a familiar letterhead or package or advertising figure that has become old-fashioned or even slightly out of date or to discard it completely and start with an entirely new one is a question that bobs up frequently and which many companies today are being forced to answer. Shall we put the old picture in a new frame or get a new picture?

An interesting example is that of Samuel Cabot, Inc., manufacturing chemists, whose creosote shingle stains were first sold in 1882. Naturally enough, the company's early advertising for this product was featured by pictures of houses which had shingles that had been given "the soft, velvety coloring effect so desirable" by creosote stains.

It was natural, too, that pictures of houses should continue to feature the stain advertising. But thirty-five years and more of this seemed to be quite long enough to continue the same idea, and the company sought something new.

## One of New York's large Advertising Agencies has a most important opening for the Right Man

THERE are not many men in this country who are fitted to fill this particular niche. The man who does must understand copy and be able to lead and inspire the Copy Department. He must have the art knowledge and taste that will command the respect of the Art Directors who will work under him. He must know type, engravings and the mechanical side of advertising production so as to be able to supervise the Mechanical Department.

He must know markets and merchandising as the result of actual sales experience.

He must be able to handle men with a degree of tact that will enable him to take over control of the Art, Copy and Mechanical Departments without friction or upsets.

Upon his shoulders will rest, more than upon anyone else in the organization, the "feel" of every campaign that is created and this man will be responsible for the Agency's reputation as judged by the idea and the art, copy and mechanical expression that is given to the plan behind the campaign. While he will not be called upon to make layouts, to write copy, or to personally handle the typography yet he should be able to not only direct but, if necessary, show others how to do it.

We shall expect to pay a salary commensurate with the job and the future for the man who can make good should be exceedingly bright. We shall want to tie the right man so strongly to us that he will spend the rest of his business life with us. There are unquestionably many men who feel they have the requirements for which we are looking, but in reality there are few who have an intelligent understanding of the creative side of advertising, who by education and training are fitted for this unusually important position.

If you think you are the right man, sit down and write us what you would like to know if positions were reversed. Of course your letter will be held in strict confidence.

Address "V," Box 173, Care Printers' Ink



## House Organs

We are the producers of some of the oldest and most successful house organs in the country. Edited, printed and mailed in lots of 1000 and up at 5 to 15 cents per name per month. Write for a copy of *THE WILLIAM FEATHER MAGAZINE*.

**The William Feather Company**  
607 Caxton Building : Cleveland, Ohio

**I have bought millions  
in space.**

**Now I want to sell!**

For four years I have been buying space for some of the leading accounts in America. I have analyzed good and bad sales talks. I think I know the appeal that wins. I now want an opportunity to sell.

Unmarried, practical and temperate. Salary no object. West preferred. Opportunity alone will determine my next move.

Address "H," Box 22, care of  
Printers' Ink.

## Magazine Publishers!

Man with thorough experience in manufacturing, distribution, and promotion of national magazine; also intimate knowledge of trade paper publishing. Able to take charge, reorganize and run a department so that economies introduced will more than pay his salary. Address "U," Box 172, Printers' Ink.

**Montgomery**  
for **Cuts**  
**House Organs**  
**Direct Mail and**  
**Printed Publicity** *Send for Proof Sheets*  
**W.A. Montgomery**  
**367 N. Michigan Ave. Chicago.**

"However, we've never been able to find a more attractive headline for our advertising than a good looking house," says March G. Bennett, general manager of the company, "and so we have clung to it.

"Having been the first to use houses in this sort of advertising and having built a reputation among architects, jobbers, retailers and painters for it, we naturally are loath to discard it and start fresh with some other idea.

"So, after much casting about, we have come on a way to use the old, familiar heading to attract attention and at the same time to make it more effective than ever before. In recent advertising we have been framing the house on a background of shingles and clapboards which are stained in a variety of colors. That is, we take actual shingles, siding and boards and make a model of them to represent a sort of side view of a house from roof to lattice at the bottom.

"These are then stained actual colors and become a frame for the advertisement. The good, old house takes its regular place at the top of the advertisement where, set off by the coloring of the frame, it becomes even more attractive than when heading the advertisement alone. Usually the house is done in colors different from the frame, giving the advertisement double punch in that consumers see two examples of the use of colorful stains.

"So, far from being passé, our

## LITHOGRAPHED LETTERHEADS For \$1.25 PER THOUSAND

COMPLETE

IN 50M lots: 25M \$1.50; 12,500 \$1.75.  
I on our white 20 lb. Paramount Bond.  
A Beautiful, Strong, Snappy Sheet.  
No smaller quantities.

ENVELOPES TO MATCH, \$1.50 PER THOUSAND

Booklet of Engravings on request.

**GEORGE MORRISON CO.**  
425 East 53rd St., N. Y. City. Dept. T  
TELEPHONES PLAZA 1874-1875-1515  
Established 1898 Incorporated 1905



house is proving a better headline than ever. Framed in a new way, it is still doing yeoman's duty."

\* \* \*

If there is one subject which will excite a lively discussion among advertising managers at any time, the Schoolmaster thinks that it is, "What should be charged to the advertising appropriation?" In the past, the advertising appropriation has often been made the Christmas tree for all the other departments, but there is a growing resentment against that practice. Some advertising managers have become skilled at building up ingenious barriers against unwarranted raids on their funds.

Recently one of the members of the Class heard a group of engineering advertisers thrashing out this topic. One of them, the advertising manager of a big public utility, told how he met demands for subscriptions that come to him when the outlay would not result in any real advertising for his company. "When one of these representatives of a wild cat medium calls on me I always receive him courteously and listen to him carefully. Usually, I can tell from his conversation where he comes from. Invariably I switch the conversation to his part of the country or to some subject in which some mannerism of his has convinced me he is interested. He doesn't object. It puts him in a good humor. In two minutes we are miles away from the subject of advertising. Before he realizes it, he is shaking hands with me and on his way. And as a rule I'll bet he goes back to his committee thinking I'm a pretty good fellow and ready to report a pleasant call."

The experienced salesman, of course, does not let himself be put off so summarily. The inexperienced solicitor on the other hand finds difficulty in rigging a defense against such tactics where

## THE ONE GREATEST ITEM OF EXPENSE

—to those who buy premiums in quantity is the loss in dead stock. Much of this is bound to accumulate even under the most careful buying.

—Under our Premium Service, the premium user ties up no money in premium merchandise and has absolutely no loss from unused or damaged premiums.

—Our entire stock of more than 2000 different items is at the disposal of our customer, for none of which he pays except as used.

—Daily shipments are made to names and addresses sent us by those who use our Service.

—Premiums are sold by us, one at a time as needed, at the best factory jobbing prices, plus the actual cost of packing and delivering.

—Booklets explaining our Service mailed on request to those stating the nature of their business.

**THE PREMIUM SERVICE CO., INC.**  
199 Franklin Street New York

## WANTED

### Assistant Promotion Manager for New York Newspaper

A large New York newspaper wants a young copywriter and layout man to assist the Promotion Manager. Must be able to write strong sales letters. Previous experience essential.

Write fully, giving age, experience, salary desired, etc. Applications will be considered confidential. Address "K," Box 25, Printers' Ink.

### Emboss Your Own Stationery

3 Line Stamp (raised letters) \$2.00 Cash.

Notary Seal \$2.00.

THE  
MESSENGER  
SHOPPE  
Smithtown  
Branch,  
N. Y.



## "GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG

# \$600,000

## A Year of Advertising Printing Sales

A printing plant wanted capable of handling this work.

Will be purchased by parties controlling this business.

Send full particulars to Box 698, 2501 World Tower Building, New York City.

### If—

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct by-mail booklet and catalogue work on'y, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "R.," Box 23, care of Printers' Ink.

★FREE LANCE who has planned and written a ream of

## Men's Wear Copy

now available to handle one or two assignments on Clothes, Haberdashery, or Sporting Goods, for a manufacturer, merchant or agency. Executes complete plan, prepares rough ideas, or just writes the copy.

Address "L.," Box 26, Printers' Ink.

he can't locate the issue. So far as the advertising manager can keep any issue from arising, he is going to keep his appropriation intact and the good-will of his company unimpaired.

## October News Print Production

Statistics of The News Print Service Bureau, New York, show that the production of news print in the United States during October, 1925, amounted to 135,225 tons, compared with 121,019 tons in September. Total production for the ten months ended October 31, is reported at 1,258,723 tons, or 27,470 tons ahead of the same period last year.

Canadian production for the month of October was 137,506 tons. This contrasts with 124,704 tons in September. For the ten-month period ended October 31, production amounted to 1,250,974 tons, or 122,025 tons ahead of the same period in 1924.

The total production of news print in the United States and Canada for the month of October amounted to 272,731 tons, an increase of 27,005 when compared with September. Combined production for 1925 to date is 2,509,697 tons. This is an increase of 149,495 tons over the combined production for the first ten months of 1924.

## Death of Earle Clark Howard

Earle Clark Howard, vice-president of the Cadillac Motor Car Company, Detroit, died recently at Cleveland, Ohio. He first joined the Cadillac company in 1906, in the sales department, later becoming sales manager. He formerly had been with the National Cash Register Company.

Mr. Howard left the Cadillac company in 1919 to found the Lafayette Motors Corporation, of which he became vice-president and general manager. Five years later he joined the Fisher Body Corporation in an executive capacity. In January of this year Mr. Howard returned to Cadillac as assistant to the president. Shortly afterwards he was made vice-president.

## Appointed by "Cosmopolitan" and "Good Housekeeping"

John F. Whedon, publishers' representative, has been appointed Pacific Coast representative of *Cosmopolitan* and *Good Housekeeping*, with headquarters at San Francisco.

## Multigraph Ribbons Re-inked

Our **SURF-FIX**

Send 2 Ribbons to be Re-Inked at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

**W. Scott Ingram, Inc.**

Dept. B. 67 West Broadway, New York City

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

#### Printing Machinery and Supplies

New and Pre-Used  
Printers' Complete Outfitters  
Conner, Fendler & Co., New York City

We are in the market to print one more newspaper or magazine. You will be surprised how reasonably we will produce either of these jobs to fill in our schedule. See us or write us at once. Anchor Linotype Printing Company, 144 High St., Boston, Mass.

#### PARTNER WANTED

Young man, 28 to 35, to handle selling end of business, by small advertising agency, established 3 years in Philadelphia. Small investment required. Will pay big returns to hustler. Please give all details in first letter. Box 516, P. I.

#### John Thompson Universal Power Press

Practically brand new, bed 14 by 22, completely equipped and in perfect condition will be sold by Lincoln Engraving Company, 19 High St., Boston, Mass.

### Your Opportunity To Procure

Printers, Bookbinders and Box Makers reconditioned machinery at exceptional bargain prices, and upon most liberal terms. Our present stock contains 40 cylinder presses, over 100 job presses (various makes, all sizes) automatic presses, 30 paper cutters, from 16 to 65 inches, folding machines, wire stitchers, perforators, punching machines, standing presses, cutting and creasing presses, box making and miscellaneous machines. Must be sold regardless of cost. Send for revised list. Conner Fendler Branch,—A. T. F. Co, Ninety-six Beekman Street, New York City.

**WANTED**—Chicago advertising representative who has one or two good papers and wants to take on another with good leads and prospects. No drawing account, but contracts cashed. Box 521, P. I.

#### Direct-Mail Circulation Developer

A long-established trade paper desires to enlist the services of a direct-mail organization in securing a special class of readers. The paper is an unquestioned leader in its field, with special features that differentiate it from competitors. The advertiser would like to hear from concerns specializing in direct-mail circulation, with full information covering service to be rendered. Box 525, P. I.

### HELP WANTED

**Advertising Solicitor for States of Ohio, Indiana and Michigan**, for monthly trade journal. Excellent opportunity for right man and business-getter. Address Box 510, Printers' Ink.

**Salesmen of the Highest Calibre** Used to earning upwards of \$10,000 yearly. Advance commission, full co-operation. Outdoor Advertising Associates, 631 Singer Building, New York City.

**A Sales Correspondent** with an understanding of advertising who can also do some personal selling. Moderate drawing account and commission. Full details in confidence. Box 515, Printers' Ink.

**Salesmen's House Organ Editor Wanted.** Young man with experience in selling and in editing salesmen's house organs wanted for editorial work. Unusual opportunity to join rapidly growing publishing organization in New York and Chicago. Box 526, Printers' Ink.

### MAIL ORDER MAN

We want a young man, 25 to 35 years of age, who has had actual experience in selling Direct by Mail to Farm Trade, preferably machinery lines. Must be able to manage Branch Office and produce results. Box 507, Printers' Ink.

### ADVERTISING—SALES MANAGER

Wanted by manufacturer of food specialty on the market over 35 years.

Man of good character and habits, ability and ambition, with wide experience in advertising and selling grocery specialty. Excellent opportunity.

Give complete confidential information and reference. Also state salary required. Address Box 508, Printers' Ink.

**Advertising Department of large concern** has opening for capable young woman as assistant. Must have general advertising knowledge as well as stenographic ability. Write Box 529, P. I.

**Large manufacturer wants exceptional man** to assist in preparing advertising and sales literature for a technical product. Ability to write is necessary. Technical training and a knowledge of engines is highly desirable. Give complete experience and references when writing. Box 514, Printers' Ink.

### ADVERTISING

Large concern manufacturing well known brand of ladies' apparel requires service of sales promotion manager. State qualifications and previous experience, exceptional opportunity. TE, 1220 Longacre Building, New York City.

**A printing plant**, recognized as one of the best in eastern United States, located in a manufacturing and farming community in Pennsylvania, has openings for two reliable and hustling men. Foreman who knows every phase of the business and linotype machinist-operator. Willing to give interest to right parties. Two plants, two weekly newspapers, publication and general job printing, big business which can easily be doubled. Founder devoted 30 years to business which has grown to such proportions that real efficient help is imperative. Chance of life-time to workers. Stragglers or pretenders should not apply. Shops must be seen to be appreciated. Box 523, P. I.

### HIGH-CLASS SALESMAN WANTED

The world's largest manufacturer of lithographed metal advertising signs, store displays, merchandising cabinets and devices, now serving the country's largest advertisers, have openings for several thoroughly experienced salesmen.

Must have rounded out knowledge of merchandising methods, creative ability and be able to meet and sell executives.

Money-making possibilities for *real* salesmen practically unlimited. Permanent employment, liberal commission. Correspondence confidential. State age, nationality, present earnings, business references. Address Box 536, P. I.

### MANAGER

We have an opening for a man, preferably between 33 and 42, who by reason of education, experience, and training is qualified to manage a branch office, directing a sales force covering considerable territory selling Whiz nationally advertised products direct to the dealer, and who possesses necessary executive ability to manage an office organization and to supervise warehousing and shipping activities. To such a man we offer a splendid opportunity for immediate employment. In answering, give full particulars as to education, experience, qualifications, sending photograph with application, endorsing on back when taken. Address: Director of Branches, The R. M. Hollingshead Co., Camden, N. J.

**Progressive production studio working** with advertising field and agencies has opening for contact man and salesman (or woman). Commission earnings will be attractive. Write your story to Box 528, P. I.

## HELP! HELP!

My mail-order business in Chicago, doing \$250,000 year, has outgrown one-man management and has much larger possibilities with capable help. I want a young man (Protestant) willing to work as hard as I do who, when proven, can share in the rewards. I do not expect a paragon but want ability, reliability, loyalty, vision, honesty—results. Experience selling dealers and handling canvassers, also ability to play a stringed instrument are desirable. Box 530, care Printers' Ink, Chicago Office.

### ADVERTISING WRITER

Somewhere there is a man who has demonstrated that he can write better-than-average copy for newspaper and magazine advertisements, who is not satisfied with his present progress and is looking for a better-than-average opportunity. He is quick to grasp ideas, has sound ideas of his own, knows something about merchandising and can make good layouts to accompany his copy. A progressive, wide-awake agency is looking for this man. They are ready to pay him a worthwhile salary to start with and as much more in the future as he can demonstrate he is worth. In answering please give complete details of your experience, age, present connection and salary. All in confidence, of course. Address Box 540, P. I.

## WANTED

### Western Advertising Man

**THIS** man is wanted to manage the Chicago branch sales office of a well-known and prominent Latin-American monthly magazine.

It is preferable, but not essential, that he have a knowledge of foreign advertising—especially in Latin-America.

This man must be a publication advertising salesman. He must know advertising as it applies to the sale of a consumer publication with an A. B. C. circulation.

This man must know the western territory and have contact with national advertisers and agencies.

We want this man's full time—we can soon prove to this man that this is a big job for a big man.

He must live in or near Chicago and be willing to travel occasionally.

Phone for appointment: H. J. Wandless, La Salle Hotel, Chicago, Illinois, any time before 9:30 A.M., on or after December 2nd.

**Copy man for Service Department** of technical paper. Good education and experience in writing on mechanical subjects essential. State age, salary and previous experience. Excellent opportunity. Box 511, Printers' Ink.

#### MISCELLANEOUS

**ARTIST DESIRES SPACE** or desk room with art agency. Will give services in exchange for rent. Expert on lettering, designing and poster work. Box 541, Printers' Ink.

### Acme Coin Mailers

Made in 12 styles. Large advertising space. Holds money securely. Dodd Printing Co., Fort Madison, Iowa.

#### Artists, Translators, Copy Writers

All or part of small room adjoining international advertising agency in position to place considerable business. Centrally located. Rents moderate. Act quickly. Box 524, Printers' Ink.

#### POSITIONS WANTED

**Writer of ten years' successful experience** desires consultant work in nutritional or medical lines. Will conduct exhaustive research and write inspirational sales copy. Box 518, Printers' Ink.

#### ARTIST

With advertising experience desires connection with agency or studio. Layouts, lettering and design. Can handle rough and finish. Box 512, Printers' Ink.

**ADVERTISING or BUSINESS MANAGER** of experience and ability, live wire, wants connection good publication, preferably Texas or Oklahoma. Box 509, Printers' Ink.

### ARTIST

Free lance, one good account wanted, requiring expert pen work, no figures. Box 532, Printers' Ink.

**German, 23, speaking English,** desires position where he can get an opportunity to learn American business methods. Possibly large Paper Concern. Salary not important. Box 520, Printers' Ink.

#### ARTIST

Advanced beginner with ability and 18 months' general experience, seeks steady position with reliable opportunity. Start \$25. Box 535, Printers' Ink.

#### SUCCESSFUL SALESMAN

desires to enter advertising field. Ten years' sales experience. Seeks connection with a publisher or producer of advertising displays, etc. Box 539, P. I.

### Paint Adv. Mgr.

Or sales promotion. Ten years' experience in this capacity for two paint and varnish mfrs., using publications, direct mail, etc. Also previous publishing experience. Can "bring home the bacon." Address Box 531, Printers' Ink.

**LAYOUT MAN and VISUALIZER** desires space in exchange for services—or full-time engagement. An experienced artist, writes copy, knows printing. Box 519, Printers' Ink.

### ARTIST

Pen specialist, wood cut style, wishes position. Still Life, Technical, Lettering. Box 533, Printers' Ink.

**Successful advertising sales representative** leaves on January 3 for the major cities of the country and is in a position to represent one other company either in field organization work or as sales representative. Box 527, P. I.

**I sold magazine space 3 years.** Was advertising and sales manager 4 years for national concern selling to drug and department stores. I bought space in every medium. Directed salesmen and sold personally. Thirty-three years old. Now connected. Open for sales management or trade promotion work. Box 538, P. I.

#### Salesman

With broad advertising and sales experience. Specialized in securing distribution for new products through co-ordinating advertising and sales plans. Have trained and supervised salesmen in field. Experienced advertising solicitor and field promotion man. Six years' road experience in 30 States selling principal outlets for advertised goods. Age 30, single and can travel anywhere. Could be available Jan. 1st. Box 534, Printers' Ink.

#### Production Executive Wants a Job

He can make and save money for some busy agency, by his ability to *buy to advantage*. He has a sound, practical training in the purchase of typography, engraving, printing and lithographing, paper and binding. He knows and understands production costs and can keep routine and detail under control. Age 33, and married. His experience and local references justify an interview. Salary—just what a good man should get. Box 537, P. I.

#### SALES PROMOTION EXECUTIVE

Since graduation from college, I have had 1½ yrs. Military Service; 1½ yrs. special advertising and sales work; 2½ yrs. Sales Promotion Manager large Investment Corporation; 2½ yrs. Division Manager, Circulation Department leading national magazine. I write effective copy, and have a thorough command of English.

Reorganizations involving change in location make it desirable to seek new connection. Present employers are ready to answer inquiries concerning ability and character. Box 513, Printers' Ink.

### Circulation Manager

Learned circulation from the ground up. Executive for seven and one-half years. Trained in accountancy and office management. Organizer, systematizer and vitalizer. In prime of life, educated, family, temperate. Change by January 1. References: PRESENT and past employers. If not satisfied with present results, get a circulation manager that has and can always produce. Box 522, care of Printers' Ink, Chicago Office.

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# Buckeye

*incubators*  
*coal-burning brooders*  
*blue-flame brooders*

## Do Farmers Buy on Price?

Buckeye Incubators and Brooders are the quality products in the poultry raising equipment field.

But here is a case where quality and quantity go hand in hand, for the Buckeye Incubator Company is the world's largest manufacturer of incubators and brooders.



*The* GEYER-DAYTON  
ADVERTISING COMPANY  
*Dayton, Ohio*

# How Chicago Tribune advertising breaks sales record for drug concern

Branches at Wilson  
Lawrence at Kankakee  
Wilson at Stoughton  
Addison at Bloomington  
Stoughton at Irving  
Clyde at Grand  
Dune at Lake  
Wilson at Racine

MACLEAN DRUG COMPANY

OPERATING



OFFICE &  
WAREHOUSE  
730 NORTH  
FRANKLIN ST.  
PHONE  
SUPERIOR  
0404

Communications  
should be addressed to the firm  
and not to individuals

CHICAGO, Oct. 27th  
1925.

Chicago Tribune,  
The Tower,  
Chicago, Illinois.

ATTENTION: Mr. Donohue

Dear Mr. Donohue:-

It may interest you to know that our "Anniversary Sale" (Page Ad. Friday, Oct. 23rd) broke all of our records to date, both in the number, and in amount of sales. While our ad-man says we are entitled to some credit for the "irresistibility" of the items, we are forced to acknowledge that wide publicity of even good-things are essential to success so we willingly split the credit with you.

Very truly yours,  
MacLEAN DRUG COMPANY,

By H. E. White  
H. E. WHITE, PRES.

ENC-3.

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Over 680,000 Daily and Over 1,000,000 Sunday